

FINANCIAL TIMES

EUROPE'S BUSINESS NEWSPAPER

Monday October 13 1986

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Deng's long march
to change
in China, Page 14

World news Business summary

Opec pact likely to be extended

The Organisation of Petroleum Exporting Countries' interim pact on production sharing is likely to be extended, in a revised form, until the end of the year.

Delegates at the Opec conference in Geneva expressed optimism about eventual agreement as the ministerial meeting entered its second week.

The deadlock over the demands from Kuwait and two other members for increased allocations, and Arab producers' insistence on a long-term quota redistribution deal, remained to be broken. Page 2

Iraq attacks refinery

Iraq said its warplanes attacked an oil refinery and chemical and weapons plants at the Iranian cities of Shiraz and Isfahan following an Iranian assault on oil installations in northern Iraq. Page 2

Sudan food airlift

Two aircraft chartered by Western countries and relief agencies left Khartoum, Sudan, with relief supplies for people in the south of the country. The Sudanese Government said it would use state-owned aircraft to fly food to the area.

Township deaths

Two men were burned to death in weekend political violence in the black townships of KwaZulu and Soweto, the South African Bureau for Information reported.

Protest ship seized

An Icelandic boat crew seized a Greenpeace protest ship as it tried to sail into Reykjavik harbour during the US-Soviet talks.

Eight Tamils killed

Eight Tamil separatist guerrillas and three soldiers were killed when rebels attacked a foot patrol in Sri Lanka's north-western Mannar district.

Italy answers Libya

The Italian Government complained to Libya about the "abuse" of Italian territory in which Colonel Gaddafi in which he said that "every type of operation" would be launched against the country if it was used by the US to stage an attack on Libya.

Space policy plea

West German Foreign Minister Mr Hans Dietrich Genscher made a powerful call for a more positive national space policy, including participation by Bonn in the French project to build the Hermes space aircraft. Page 2

Dhaka bombing

At least two people were killed and 55 wounded in bomb attacks in Dhaka as political rivalries sharpened ahead of presidential elections to be held in Bangladesh on Wednesday.

Summit boycott

Portugal will boycott the EEC-Asian foreign ministers' summit in the Indonesian capital Jakarta because Portugal has had no diplomatic links with Indonesia since 1975. Page 5

Philippine charter

A special Philippine commission approved a new constitution expected to legitimize the government set up by President Corason Aquino eight months ago. Page 5

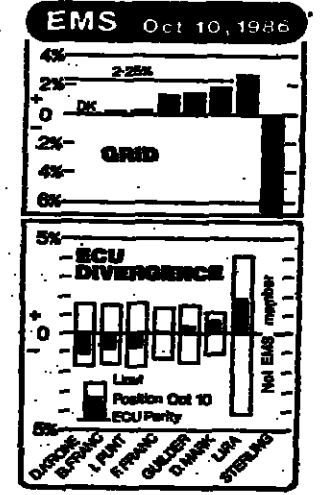
Barricades down

Syrian observers supervised removal of barricades at a refugee camp in south Lebanon under a plan agreed in Damascus to halt fighting between Palestinians and Shiite Muslim militiamen.

Fermenta criticised over US unit sale

MONTEDISON, Italian chemicals group which has been trying for several months to negotiate a takeover of Fermenta, Swedish chemicals and biotechnology company, has protested against last week's sale of Fermenta's agrochemicals operations to Monsanto of the US.

EUROPEAN Monetary System: Attention focused on the performance of the US dollar last week, following repeated intervention by several European central banks. The support given kept the US unit steady against the D-Mark, and effectively prevented a build-up of pressure on the weaker members of the system. The Danish krone remained the weakest member, but was trading comfortably at 52 per cent of its maximum divergence.



The chart shows the two constraints on European Monetary System exchange rates. The upper grid, based on the weakest currency in the system, defines the cross rates from which no currency (except the first) may move more than 2% per cent. The lower chart gives each currency's divergence from the 'central rate' against the European Currency Unit (ECU), itself a basket of European currencies.

MANVILLE, US fibre glass, glass products and specialty products group which has been operating under the Chapter 11 bankruptcy code since August 1982, has reached agreement with five more insurance groups for payments totalling more than \$45m. Page 19

IBM, largest US computer manufacturer, has increased the prices of its large mainframe computers on the US market by up to 6 per cent. Continental customers have exploited the recent fall in sterling by buying in Britain. Page 19

MOODY'S, US credit rating agency, has lowered the debt and preferred stock ratings of Manufacturers Hanover Corp, holding company for the fourth largest US banking group. Page 18

SWEDEN'S economy will grow by only 1.5 per cent next year, the national institute of economic research forecast. Page 2

ADVANCED MICRO Devices, US Silicon Valley chip maker, has made 500 workers redundant, ending its 10-year record of full employment. It was forced to take the action because of large losses. Page 19

PERSTORP, Swedish specialty chemicals and plastics group, reported a 4.2 per cent increase in profits for the financial year ending on August 31 in line with the company's forecast. Page 17

CANADA has begun issuing short-term promissory notes in US dollars as an alternative to bank credit lines to support foreign exchange reserves. Page 19

SOVIET industrial output was up 5.6 per cent in September compared with a year before with productivity improving by 5.3 per cent.

CHINA announced new regulations aimed at attracting foreign investment and technology. Page 5

Reagan, Gorbachev fail to agree over Star Wars

US-Soviet talks break down

BY STEWART FLEMING, AND PATRICK COCKBURN IN REYKJAVIK

In Washington he conceded: "I do not see any prospect of that."

He also claimed that the negotiators had made "a tremendous amount of headway" on issues of space defence involving the anti-ballistic missile treaty. He said that it was because of Mr Reagan's SDI ballistic-missile defence plan that progress had been possible.

But Mr Shultz went on to charge that the Soviet Union's objective (in the talks) was to kill SDI by proposing a revision of the 1972 ABM treaty which would have limited SDI research to the laboratory.

Mr Reagan left for Washington within two hours of the end of his fourth and final session with Mr Gorbachev. He can be sure that his critics on both the right and the left will charge that he committed a major political blunder two weeks ago in accepting Mr Gorbachev's proposal that they should meet here on such short notice.

Mr Gorbachev said last night that talks with the US on a reduction in all nuclear weapons had come close to success but had failed because of President Reagan's insistence on the development and testing of the

Star Wars strategic defence initiative.

Mr Gorbachev said that the Soviet Union had put forward radical new proposals in all fields.

He said: "The Americans came to the meeting empty-handed, with no proposals." He added: "We were very close to historic results."

Mr Gorbachev said he had proposed 50 per cent reductions in Soviet and US intercontinental ballistic missiles, missiles on board submarines and nuclear weapons carried by strategic bombers.

He said that the Soviet Union had made a major concession by not counting forward-based nuclear systems - such as nuclear bombs carried by F-11 fighter bombers - and medium-range missiles.

He said that the Soviet Union had also decided "to set aside all questions of British and French nuclear missiles." This meant that Moscow had abandoned for the time being the previous insistence that neither British nor French nuclear missiles could be strengthened and modernised if a deal was to be reached with the US.

acceptable. "It would have taken a man to accept that," he said.

However, Mr Shultz stressed that the US for its part would return to the negotiating table in Geneva - but he was unable to say whether the Russians would be there.

The breakdown came after a weekend during which it emerged that the character of the meeting was rapidly changing from the long key informal session aimed at preparing a Washington summit which both sides had suggested would take place. Instead, the talks took on the character of a full-blown summit when the two leaders agreed on Saturday night to set up two detailed working parties of senior officials - one on arms control and one on topics such as human rights and regional tension.

It emerged yesterday morning that the two groups had worked from about 8pm on Saturday until dawn yesterday.

Last night Mr Shultz claimed that they had reached an extremely important "potential agreement" including "a reduction of strategic missiles by half and arrangements to deal effectively with the problem of intermediate nuclear weapons."

Continued on Page 16
The Reykjavik meeting, Page 3

Bonn braced for new campaign of terrorism

BY DAVID MARSH IN BONN

WEST GERMANY was grappling yesterday with the prospect of a grim new period of alarm and uncertainty over terrorism, which for the first time in more than a decade of violence has struck down a senior Bonn political figure.

The cold-blooded murder in a Bonn suburb late on Friday of Mr Gerald von Brunn, political director in the Foreign Ministry, robbed the Government of one of its most accomplished foreign policy practitioners. It has opened up gaping doubts over the state's ability to defend itself from an apparently escalating terrorist challenge.

As Mr Richard Kohl, the Chancellor, and other political leaders expressed outrage over the assassination, security experts voiced concern that the killers, from the long-hunted revolutionary group, the Red Army Faction (RAF), could strike again against politicians during the campaign leading to the general elections in January.

Underlining the chilling link with West Germany's past series of terrorist nightmares in the 1970s, police investigators yesterday concluded that one of the murder weapons used against Mr von Brunn -

chi was almost certainly the same Smith and Wesson revolver used to kill Mr Hans-Martin Schleyer, the former employers' association president, in 1977.

The attack, clearly meticulously planned, took place as Mr von Brunn stepped out of a taxi to enter his home after driving from the Foreign Ministry. His two masked assassins fled in a car, leaving behind a six-page typewritten document bearing the now gruesomely familiar RAF symbol of a machine gun and star. It said that their victim had been selected for elimination because of his "key role in the imperialist system."

According to some reports in Bonn yesterday, the RAF may have decided to extend its threat to moderate politicians and men from the grey world of officialdom. Previous victims of the terrorists - Mr Karl Heinz Deckert, the Siemens research director, and his chauffeur, killed in July and Mr Ernst Ziemermann, chairman of the MTU aeroengine company, shot in February last year - had been connected with the German "military-industrial complex."

Additionally, the RAF in the past

18 months has killed a US soldier on service in Germany, and bombed US and German military installations.

By striking at the Foreign Ministry, the RAF has hit a relatively "soft" target.

Mr Hans Dietrich Genscher, the Foreign Minister, who had worked closely with Mr von Brunn, was for most of his 12 years at the ministry, came out against formal German backing for the US Strategic Defence Initiative - Star Wars - and has also adopted a conspicuously moderate policy on nuclear power.

Mr Karl Heine, the West German anti-terrorist expert, who recently warned that the RAF could take aim at "symbolic figures" and politicians during the election campaign, said at the weekend that West Germany must not over-react to the latest attack by introducing exaggerated security checks.

Officials said security precautions had already been intensified to guard politicians and industrial leaders considered to be prime terrorist targets.

Bonn calls for role in French space project, Page 2

Greens win voice in Bavarian parliament

BY OUR BONN CORRESPONDENT

WEST GERMANY'S anti-nuclear Green ecology party last night won a place in the right-wing dominated parliament in the Bavarian state (Land) parliament in an election result in January.

Mr Franz Josef Strauss's conservative Christian Socialist Party (CSU) also showed losses but, as expected, kept its absolute majority in the Munich parliament.

The Bavarian election campaign has been heavily dominated by controversy over the planned nuclear reprocessing plant at Wackersdorf in eastern Bavaria. This has become the focal point of generally increased German opposition to nuclear power in the wake of the Chernobyl reactor accident in the Soviet Union in April.

In spite of signs that the anti-nuclear movement was failing to make as much impact as hoped on traditionally conservative voters in Germany's "Deep South", the Greens appeared to have won considerable support. But they also

split the opposition by taking votes above all away from the SPD.

Mr Strauss, comfortably returned for his third spell as Bavarian Prime Minister, may see his chances enhanced of a stronger influence over the Bonn coalition Government after the January elections.

The liberal Free Democratic party (FDP), junior partner in the Bonn coalition with the Christian Democrats (CDU) and the allied CSU, suffered a major setback by again not gathering sufficient votes for a place in the Munich assembly.

Early computer projections from the West German television network last night gave the CSU nearly 56 per cent of the vote, down from 58.5 per cent at the last state election in 1982 and the bottom end of Mr Strauss's pre-election target.

The SPD, which had hoped for at least 35 per cent of the vote, recorded 27.4 per cent, according to the computer estimates, down from 31.9 per cent four years ago. Mr Karl Heinz Hiersemann, the SPD's main candidate in the Bavarian elections, said the result was "disappointing."

The Greens, passing comfortably above the 5 per cent level needed to

Continued on Page 16

Eurotunnel on course to raise £200m through share placings

BY ANDREW TAYLOR IN LONDON

EUROTUNNEL, the Anglo-French Channel tunnel consortium, appears to be well on the way to raising the £200m (£285m) it is seeking from institutional investors in a worldwide share placing to be concluded on October 24.

It is planned that Britain and France will each raise £70m. The remaining £60m will be split in roughly three equal tranches between Japan, the US and the rest of the world.

The consortium, following successful presentations in New York, other East Coast US cities, and Tokyo, is now confident of achieving the sales targets in those two countries.

Elsewhere, outside Britain and France, there has been a steady stream of investor interest, mostly from other European countries but also, notably, from Canada and the Middle East, say Eurotunnel's British brokers, Scrimgeour Vickers and County Securities.

In the tightly-knit financial community of France, where Banque Indosuez, Credit Lyonnais and Banque Nationale de Paris are handling the issue, the placing has

been a virtual fait accompli for several months.

In Britain, Eurotunnel has begun a series of key presentations and individual meetings with potential investors. "These appear to be going well and we should have no problem in meeting our target," Mr Richard Redmayne, a director of County Securities, said yesterday.

So far Eurotunnel has seen individually about a third of the 30 British institutions which previously had agreed in principle to invest in the project. The support of the institutions was a key factor in the consortium winning in January, the mandate to build the tunnel from the British and French governments.

Mr Redmayne said: "Of the institutions which said they were prepared to support the scheme only one of those seen so far has changed its mind - and that is because of circumstances affecting the management of the fund have changed."

Eurotunnel is arranging individual meetings with a further 15 institutions in addition to the 30 already identified as potential investors. Separate presentations to about 50

institutions have also been held in London and Edinburgh. A third is planned to take place in London tomorrow.

Around two-thirds of investors who have said they are prepared to support the project are insurance companies. Pension funds have generally been more reluctant about investing in a scheme which is not due to pay any dividends until after 1993.

Outside the UK and France, the strongest investment interest has come from Japan, where last week a Eurotunnel team, headed by Mr Michael Jollen, deputy chief executive and former group finance director of Midland Bank, made a presentation to more than 60 Japanese investment institutions.

The feeling was that we could achieve our sales target of around £20m to £25m several times over from Japanese institutions if we wanted to," Mr Redmayne said.

Japanese banks are also heavily involved in the international banking consortium which last month signed agreements committing the banks to principle to providing Eurotunnel with up to £5bn in loans and standby credits.

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OVERSEAS NEWS

EEC chiefs set to discuss money markets

BY QUENTIN PEEL IN BRUSSELS

FINANCE MINISTERS of the EEC have an opportunity today to review the upheaval in the international currency markets caused by the weakness of both the dollar and sterling.

Their first council meeting since the informal gathering at Gleneagles, Scotland, which resulted in agreement to co-ordinate intervention to stabilise the exchange rates in the European Monetary System, is likely to be dominated by issues outside the formal agenda, although including wide-ranging talks on the problem of soaring EEC farm spending.

Mr Nigel Lawson, the British Chancellor of the Exchequer, currently in the chair, could well face renewed pressure to bring sterling within the

exchange rate mechanism of the EMS, although it is now recognised by his colleagues that it is rather Mrs Margaret Thatcher, the British Prime Minister, who still needs persuading.

The Chancellor will be seeking to get some agreement among the Twelve on a single European candidate to succeed Mr Jacques de Larosiere as director-general of the International Monetary Fund.

The front-runner for that job remains Mr Otto Rüdiger, the Dutch Finance Minister, although Mr Michel Camdessus, the governor of the Banque de France, is a strong alternative.

There was still no sign at the weekend that a consensus on

the succession had been reached, even among the leading EEC countries. West Germany has tried and apparently failed to find its own candidate and might be expected, like Britain, to back Mr Rüdiger as a strict budget disciplinarian.

France, on the other hand, has been campaigning vigorously for Mr Camdessus, who has an impressive track record as the former director of the French Treasury and leading light in the Paris Club of government lenders to the Third World.

The problems of the currency market are not officially on any agenda, formal or informal, but the ministers will be hard put to avoid a serious discussion of them.

Apart from the particular problems of defending sterling outside the exchange rate mechanism of the EMS, there are growing French concerns about the stability of the system in the light of the Deutsche Mark's strength against the dollar.

Both at Gleneagles and at Washington, French representatives argued forcefully for more moves for domestic demand stimulation from Bonn, if the EMS is to avoid another currency realignment.

The consensus in Brussels remains that the ministers and their central bank governors will seek to maintain current parities for as long as possible — in the knowledge that Bonn will resist any move to revalue

the Deutsche Mark before next January's elections.

As for sterling, Brussels officials are virtually unanimous that the present exchange rate of around DM 2.85 represents a golden opportunity for the currency to become a full participant in the EMS at an attractive price for UK exports to the rest of the Community.

They see two continuing problems, however. The first is that the cost of stabilising the currency within the limits of the exchange rate mechanism of the EMS could be high in terms of joint central bank intervention. Entry at a time of relative currency stability would be preferable from that point of view.

The second is the political

Nigel Lawson: seeking agreement

view that Mrs Thatcher will clearly not wish to be seen to be running for cover into the arms of her European partners, to seek their assistance in protecting sterling, leaving the domestic impression that her government has failed on its own.

Opec likely to extend interim pact on output

BY RICHARD JOHNS IN GENEVA

AN EXTENSION of the Organisation of Petroleum Exporting Countries' interim pact on production sharing in a revised form until the end of the year seemed last night to be the likely outcome of its conference in Geneva.

Delegates expressed optimism at the weekend about eventual agreement as the ministerial meeting entered its second week at a leisurely pace. The deadlock remained.

The deadlock arises from the demand of Kuwait and two minor members, Ecuador and Gabon, for increased allocations after the expiry of the present accord at the end of this month and also the continued insistence of the Arab producers of the Gulf on a long-term deal in Geneva on a redistribution of quotas even if it is not implemented until next year.

Sheikh Ali Khalifa al Sabah, the Kuwaiti Oil Minister, has let it be known that the conference will be continued until agreement is reached.

Members are under no illusions, however that demand for Opec crude will be much higher in November and December than the current agreed ceiling of 18.8m barrels a day, which was collectively respected in September despite quota breaches, most notably by the United Arab Emirates.

At the same time, no country will assent to a lower proportional share under any revised pact. Moreover most delegations believe an agreement on long-term distribution of quotas is impossible this month. There has been talk of the need for officials to meet throughout November to lay a basis for consensus in December.

Kuwait's evident assumption is that it and Ecuador and Gabon can be accommodated by an increase in the ceiling.

But the basis for this thinking apparently is that higher market shares for them should be made possible by a continued shortfall in Iran's exports as a result of intense Iraqi military pressure on its terminal at Kharg Island and restrictions

on the flow of Iraqi crude through Saudi Arabia's trans-penninsula pipeline as a result of the expansion of its capacity. Yet obtaining agreement for this presents an enormous challenge which has not been met and might prove impossible to present in a convincing way required to assure the market.

Iraq is understood to have informed its customers that the oil volume passing through the Petrolina facility will be cut by 70 per cent in November and December from 870,000 to 260,000 b/d to about 110,000 b/d in November and December.

Its export capacity may be reduced further by any damage inflicted by the Iranians and their Kurdish allies on oil installations at Kirkuk.

No one in Geneva sees how Kuwait could back down from its public negotiating stance which has been toughened by the UAE's quota violation of 350,000 b/d over its 950,000 b/d entitlement and sales last month of 132,000 b/d from stocks by Venezuela.

Sheikh Ali has revealed that in retaliation against Venezuela, Kuwait has formally boosted its exports by 6m barrels from inventories, the equivalent of 200,000 b/d over a month in addition to its 900,000 b/d allocation. Its wrath has been directed at Venezuela rather than the UAE, a fellow member of the Gulf Co-operation Council.

Opec's committee of technical experts completed long talks at the weekend on the "parameters" to be used in deciding quotas. They reached general agreement on seven out of at least 22 criteria proposed.

They were oil reserves, production capacity, historical market share, cost of output, internal consumption, population and dependence on petroleum for foreign exchange earnings. These recommendations will be submitted today to the ministerial committee made up of the chief delegates of Nigeria, Indonesia and the UAE.

Iran attacks oil terminal as Gulf War intensifies

BY TONY WALKER IN CAIRO

ACTIVITY in the Gulf War intensified over the weekend with strikes and counter-strikes against important oil installations amid indications that Iran is increasing pressure on Iraq in advance of a possible new offensive.

Iran claimed on Saturday it had destroyed much of the main Iraqi northern oil terminal at Kirkuk in a daring commando raid in which Iranian revolutionary guards linked up with local Kurdish rebels.

Iraq announced yesterday it had attacked an oil refinery and chemical and weapons plants in the large Iranian cities of Shiraz and Isfahan, leaving the targets ablaze.

Earlier, Iraq denied Iran's claim that it had destroyed much of the Kirkuk refinery, a vital link for Iraqi oil exports through the Turkish pipeline.

Mr Lutfi Nassif al-Jassan, Iraq's Information Minister, said, "Our oil installations in Kirkuk are intact and surrounded by men whose eyes never sleep while watching and

protecting them." Iran said yesterday that its revolutionary guards in co-operation with Kurdish guerrillas were active deep inside northern Iraq and had inflicted heavy casualties on Iraqi forces.

Meanwhile, Ali Akbar Hashemi Rafsanjani, Iran's powerful parliamentary Speaker, linked the raid against the Kirkuk refinery with the current Organisation of Petroleum Exporting Countries' (Opec) meeting in Geneva.

Iraq is seeking an increase in its Opec quota to match that of Iran which stands at 2.3m barrels a day. Teheran is bitterly opposed to an increase in the Iraqi quota because of the likely effect on an already weak market.

If Iran has inflicted serious damage on the Kirkuk refinery, which accounts for some 300,000 barrels a day of refined product, making it one of Iraq's major oil installations, it would be a serious setback for the Iraqis.

Swedish economy 'will expand only 1.5% in 1987'

BY KEVIN DONE, NORDIC CORRESPONDENT IN STOCKHOLM

THE SWEDISH economy will grow by only 1.5 per cent next year, according to the National Institute of Economic Research.

With wage costs rising faster than in important competing countries, Swedish companies are expected to lose market share both at home and abroad.

The Institute, one of the most important economic forecasting institutions in Sweden, has assumed that wage costs will rise by about 5.5 per cent on average next year after a jump of 8 per cent in 1986.

Its forecasts come during one of the most serious industrial conflicts in the public sector, in which civil servants and local authority workers are seeking pay parity with the private sector.

The Government has stubbornly resisted making any settlement which includes such a guarantee, but the Institute's forecasts for 1986 show that wage increases, most crucially including wage drift, are expected to be far higher than those nominally agreed in the

private sector this spring. So far, about 900,000 public sector workers are involved in the conflict with at least 23,000 on strike or about to begin strike action and the rest involved in an overtime ban.

The Institute says production increases will fall off next year and that imports will rise by more than 5 per cent in volume, while exports will rise by less than 2 per cent.

The current account of the balance of payments is expected to remain positive with a surplus of SKr 5.1 bn but smaller than this year's expected surplus of SKr 5.4 bn.

The inflation rate could be held at about 3.5 per cent but this will still be much higher than in the main industrial countries.

The Institute says the fall in oil prices has given the economy a reprieve but warns that costs must be brought down to international levels and that increased industrial investment is needed if Sweden is not to fall into deficit on the current account again.

Turkey orders price rises

BY DAVID BARCHARD IN ANKARA

THE TURKISH Government has ordered price increases of between 30 per cent and 50 per cent on state monopoly products and increased surcharges on imports of "luxury" goods, including consumer electronics products, in an attempt to cool down the economy.

The increase in surcharges appears to be a signal that the Government is worried about the trade deficit, which has been widening steadily this year.

The surcharges have been criticised by the EEC and the IMF. The Government argued that they were only temporary.

Genscher calls for Bonn role in French Hermes space project

BY DAVID MARSH IN BONN

A POWERFUL call for a stronger West German space policy, including participation by Bonn in the much-discussed French project to build the Hermes space aeroplane, was made yesterday by Mr Hans Dietrich Genscher, the West German Foreign Minister.

Mr Genscher's plea for a

united European space transport strategy to make the continent independent of the superpowers is timed to influence a crucial series of space policy decisions in Bonn due in the next fortnight.

His argument that West Germany must boost its commitment to space, not only for satellite communications and

futuristic space factory purposes, but also to explore new energy resources, is intended as a shot across the bows of Mr Gerhard Stoltenberg, the Finance Minister.

Mr Stoltenberg's policies of budgetary rigour have been the main influence holding up a firm German commitment to take part in Hermes, in spite of

strong pressure from the French government in the past two years.

Mr Genscher's vision of the future in space, set out yesterday in the Welt am Sonntag newspaper, is also being propounded to win a higher profile for Mr Genscher's liberal Free Democratic Party (FDP)

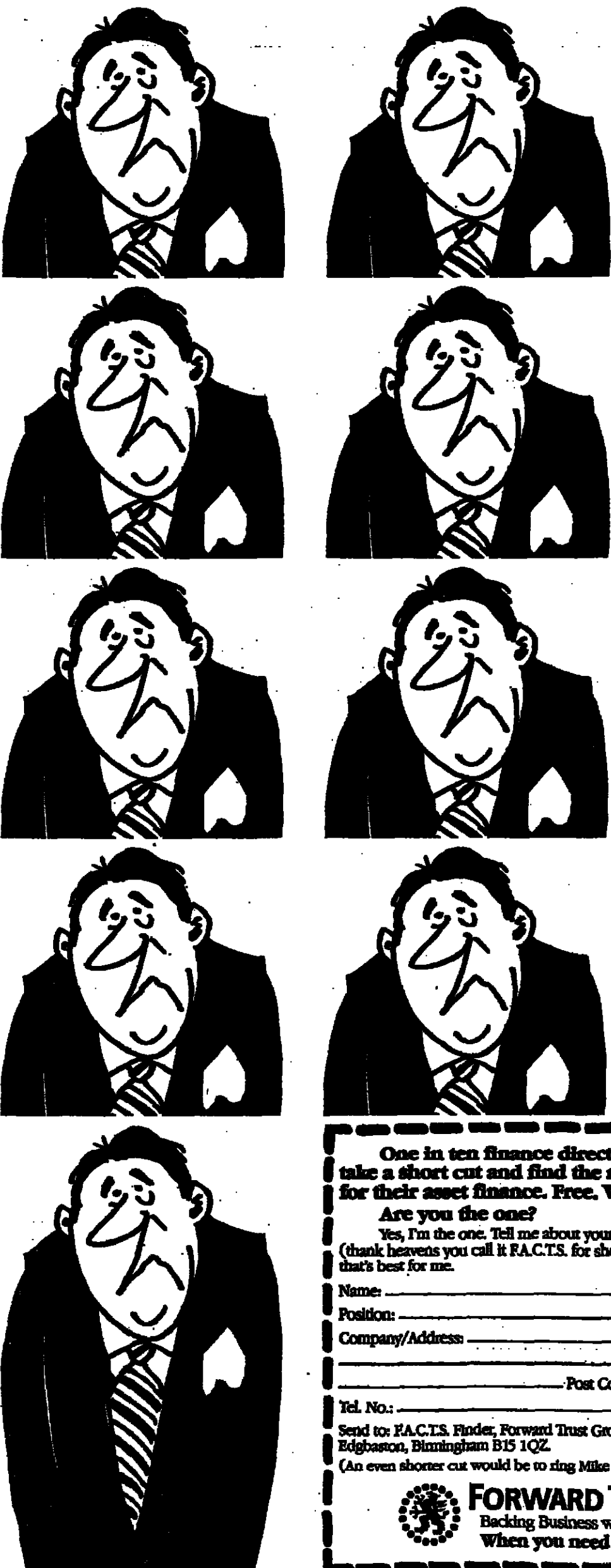
ahead of the general elections in January.

The FDP, the junior partner in the Bonn coalition, has lately shown signs of losing popularity in the polls.

Officials close to Mr Genscher who claim that Mr Stoltenberg's budgetary conservatism undermines the coalition's image of trying to boost high technology,

are calling on Mr Helmut Kohl, the Chancellor, to settle the Hermes debate in Mr Genscher's favour. "It is time that Kohl gave the casting vote," said one official at the weekend.

The Cabinet is likely to make up its mind this month, probably on October 22, on whether to vote funds for the preparatory stages of Hermes.



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THE REYKJAVIK MEETING

Robert Mauthner looks at the background theme to the talks
Key issue that led to dead end

THE SUMMIT foundered on one key issue: the Strategic Defence Initiative that remains the keystone of the Reagan Administration's defence policy.

The SDI programme, known more often as "Star Wars", is bitterly opposed by the Russians who sought during the summit to persuade the United States to agree to a change in the 1972 Anti-Ballistic Missile Treaty which would have confined all research development and testing of anti-missile weapons to the laboratory. The attempt failed and left Mr. George Shultz, a senior Kremlin official that the continued insistence on Star Wars had driven the arms control process to a "dead end".

The Soviet Union insists that the space-based defence system will inevitably lead to the development of a new generation of nuclear weapons whatever the non-nuclear claims made for it by the US. American officials countered during the talks and in briefings afterwards that the SDI programme was



Reykjavik

essential to the US defence programme and could not be halted.

In the end this issue dominated all others, but not before there had been some hours of talks on human rights and on Soviet demands for a total ban on nuclear testing. For Moscow such a ban is very closely linked to the fear of SDI, but the US has argued that as long as nuclear weapons exist they must be tested and that Washington would only be prepared to consider a comprehen-

sive test ban treaty after agreement on a wide-ranging limitation of nuclear arms.

The other main US demand has been that any test ban must be fully verifiable, with on-site inspections in each other's territory. The Russians have replied that there is no reason for using the verification issue as an obstacle to a moratorium on nuclear explosions.

If the US agreed to stop all nuclear tests on a mutual basis, verification could be ensured by national, as well as international technical means and procedures, including on-site inspections, the Russians say.

A small start towards a verification system was made with the agreement in May this year between the Soviet Academy of Sciences and a US private scientific group, the Natural Resources Defence Council.

The two organisations agreed to install highly sensitive seismic detectors near US and Soviet nuclear test sites to demonstrate the viability of

modern detection systems.

Whatever the scientific and political justifications for Washington's opposition to an early comprehensive test ban treaty, President Reagan has come under increasing international and domestic pressure to resume negotiations.

Resolutions were passed recently by both Houses of Congress urging a resumption of test ban talks and in August the House of Representatives voted by a large majority in favour of a motion to restrict funds for US tests of more than one kiloton in yield for one year from January 1 1987, provided the Soviet Union did not resume its testing programme. It was mainly in response to the need to reach an accommodation with Congress that President Reagan told Mr. Gorbachev that if the Soviet Union agreed to "essential verification procedures", he would ask the Senate to ratify the 1974 Threshold Test Ban Treaty and the Peaceful Nuclear Explosions Treaty.

**News blackout puts Raisa in limelight**

WHITE HOUSE officials have been quietly gnawing at their fingernails in frustration as they have watched Soviet leader Mikhail Gorbachev's elegant wife Raisa help to ensure that a Soviet media blitz has swamped the news blackout both sides had supposedly agreed would prevail during the summit meeting.

Raisa's presence here caught the White House on the hop. It was not the sort of trick Mr. Bob Regan, the president's Chief of Staff, was prepared for. "This was never the idea," said one official plaintively.

Swinging around Reykjavik in a gusty ZIL limousine the charismatic Mrs. Gorbachev is a living symbol of the "new" Russia which Soviet spokesmen here are saying is emerging as a result of the economic and social and political reform now being undertaken.

She is not slow either to seize the opportunity to drive home to the attentive media the Soviet propaganda message.

"I believe that these discussions between the two will make the world safer for the youth," she told students at a teachers' training school who asked about the summit meeting between President Reagan and her husband.

"People all over the world are excited to hear the results of the meeting. They must come up with peace," she added in an apparently off-the-cuff remark which fitted neatly into the strategy of Soviet officials, who had been driving up expectations.

Half way through the gruelling schedule and public appearances which took up virtually the whole of her first full day in Reykjavik, she stopped on the steps of the Iceland Parliament building to reply to questions in



Raisa Gorbachev: 'It's romantic'

Russian from a female American reporter.

Had her life changed much since her husband became secretary general? "I have stopped tramping but I do not forget my scientific interests," she said.

Did Mrs. Gorbachev mind being lodged on the Russian cruise ship in Reykjavik harbour which is the general secretary's headquarters? "No, it's romantic," she quickly retorted.

Even the security around her lacks the heavy handedness which one might expect. Indulgent guards allowed reporters to within a few feet to ask questions and take photographs.

Not that Mrs. Gorbachev was all sweetness and light. Asked why she thought Mrs. Reagan was not in Iceland she replied: "Perhaps she has something else to do—maybe she isn't well."

If the Washington summit comes off Mrs. Reagan will have to be on top form.

Stewart Fleming

Make-up of US negotiating team gives little hint of policy direction

WHEN White House spokesman Mr. Larry Speakes announced on Saturday that two working groups had been set up by President Reagan and Mr. Mikhail Gorbachev, the Soviet leader, to negotiate details in key areas, reporters immediately began to press him for the names of the officials who would be in each group.

Knowing who among the small number of top officials travelling with the president was in each working party was important information. Mr. Don Regan, the White House Chief of Staff, Mr. George Shultz, the Secretary of State, and Mr. John Poindexter, the National Security Adviser, whose reputation is suffering as a result of

the allegations that he was responsible for the alleged "disinformation" campaign launched against Libya in the summer.

The veteran arms control expert, Mr. Nitze, the 65-year-old who was a leading opponent in the late 70s of the ultimately unratified Strategic Arms Limitation Treaty (SALT II) arms agreement, is now seen as belonging to the group in the White House who want to strike an arms control agreement with Moscow provided the terms are tough enough.

He also has expertise which has been invaluable in helping Mr. Shultz get the upper hand (at least for the moment) over Pentagon opponents of arms control.

Mr. Ridgway took over as Assistant Secretary of State for European and Canadian Affairs from Mr. Richard Burt—the current Ambassador to Bonn.

Some European diplomats in Washington are critical of the time she is spending on the single issue of arms control. There can be no question, however, that the quick-witted and dignified Mrs. Ridgway has been a considerable asset to Mr. Shultz or of the confidence he has in her abilities.

It was Mrs. Ridgway who was called upon on Friday to handle the first full-scale US press conference for the several hundred journalists assembled here from around the world.

With nothing much new to say since the talks had not even

begun and a news blackout was supposed to be in force, Mrs. Ridgway bobbed and weaved with aplomb. She made sure that America's stated positions were put across.

As White House spokesman Mr. Larry Speakes was first announcing the names of the US chairpersons of the working groups, two words were muttered around the White House briefing room — "Richard Perle".

"There is no story," Mr. Speakes said delicately. That could only mean that Perle, known to all who follow arms control issues as "the Prince of Darkness" would be in the main group under Mr. Nitze.

Mr. Perle, Assistant Secretary of State at the Pentagon, is a

man of deep intelligence with penetrating eyes and an inscrutable demeanour. He has been the most effective opponent of arms control deals.

His role here appears to be that of poacher turned gamekeeper. His expertise and scepticism on arms control issues make him an invaluable asset when it comes to ensuring that Moscow does not win any tricks at the negotiating table by default.

His presence could turn out to be something of a double-edged sword however. He will know exactly where the bodies are buried and where the weak points in any agreement are

Stewart Fleming

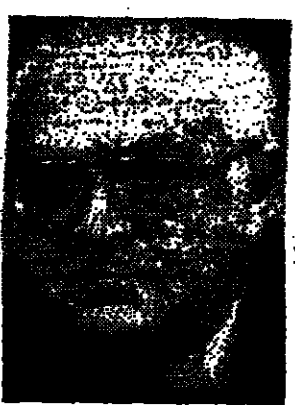
Moscow's delegation chosen from Gorbachev's best men

IN THE 18 months since Mr. Mikhail Gorbachev, the Soviet leader, came to power, a dozen or more men have become known as the creators, executors, and spokesmen of a more energetic Soviet foreign policy.

Throughout the early hours of yesterday morning most of these men were locked in the discussions with their US counterparts as members of two working groups: one on disarmament, and the other on human rights, regional conflict and bilateral relations.

Mr. Gorbachev has been more successful in bringing together highly competent men to conduct foreign policy than he has been in changing the Soviet economic and administrative leadership. This is explained by the legacy of President Andropov, Foreign Minister for 28 years, and the small size and traditional prestige of the Soviet foreign service.

Not that all the men around Mr. Gorbachev in Reykjavik are career diplomats. Mr. Eduard Shevardnadze, the surprise successor to Mr. Gromyko last year, was leader of the southern Soviet Republic of Georgia from the early 1970s but demonstrated his capacity to learn fast by successfully conducting 28 hours of negotiations in New York in September with Mr. George Shultz, the US Secretary of State to defuse the Daniloff affair and set up the present mini summit.



Anatoly Dobrynin: Kremlin's leading expert on the US

Mr. Anatoly Dobrynin, brought back from Washington where he had been ambassador since the Cuban missile crisis, is now Communist Party central committee secretary in charge of international relations and therefore second only to Mr. Gorbachev and Mr. Shevardnadze in formulating foreign policy.

The most noticeable change, since the 1970s in the way the Soviet Union is attempting to stabilise and improve its relations with the US is the emphasis on putting across the Soviet point of view in front of the television cameras and to the press. From Wednesday

last week in Reykjavik there were teams of Soviet experts giving press conferences and briefings in Saga Hotel headquarters for Soviet public relations during the summit.

A principle figure behind this change is Mr. Alexander Yakovlev, the Communist Party secretary for propaganda appointed last year and apparently the architect of much of the recent liberalisation of Soviet media and literature.

At a slightly more junior level but still close to the top in the Soviet hierarchy are the men who were members of last night's working group. The group on disarmament was headed on the Soviet side by Mr. Viktor Karpov, a senior diplomat who has spent much of the 1980s negotiating fruitlessly with the US on arms control.

Mr. Karpov's presence was expected. A greater surprise was the membership of Marshal Sergei Akhromeyev, the Soviet Chief of Staff appointed in 1984 after the sudden dismissal of his predecessor, Marshal Nikolai Ogarkov. Over the past 18 months he has consistently appeared at Press conferences in Moscow, affirming the support of the Soviet military for policies such as the moratorium on nuclear tests.

A purpose of his high public profile is apparently to reassure Soviets, particularly in the military establishments who fear that Mr. Gorbachev might compromise Soviet military security in negotiations.

Another slightly surprising member of the disarmament group is Dr. Yevgeny Velikhov, vice president of the Soviet Academy of Sciences. Dr. Velikhov is a nuclear physicist, Mr. Gorbachev's favourite scientist. An expert on Star Wars, he has played an increasingly executive role recently, and was prominent in the aftermath of the Chernobyl disaster.

The second working group in Reykjavik, on regional conflict, human rights and bilateral relations, contains many names which have become prominent over the last year. Headed by Mr. Alexander Besmyrnykh, a deputy Foreign Minister, its membership also includes Dr. Georgi Arbatov, head of the US Institute in Moscow, Mr. Yevgeny Primakov, head of the World Economy Institute, and Mr. Valentin Falin, head of the news agency Novosti.

Patrick Cockburn

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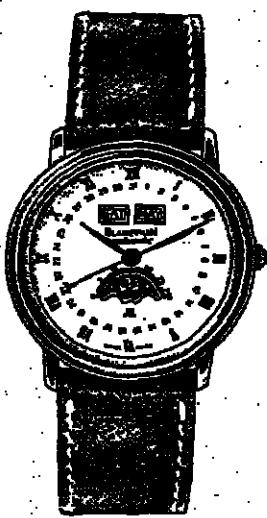
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OVERSEAS NEWS

Lionel Barber, in Washington, on controversy over 'freelance' activity in Nicaragua

An accident that was waiting to happen

SEVEN DAYS after a C-123 cargo plane and its mainly American crew was shot down in the sweltering jungle of southern Nicaragua, the full story of the bungled mission and the men behind it has yet to be revealed.

The Reagan Administration, which has encouraged private US citizens to support the guerrilla war against the leftist Sandinista Government in Nicaragua, denies any official involvement.

The incident has highlighted the fine line between "official" CIA-sponsored missions to help the Contra rebels—which are banned by US law—and those which rank as "freelance" operations. For all the welter of circumstantial evidence in the US press, a direct link between the two has yet to be

proven, and unless it is, the political fallout for the Administration is likely to be limited.

But that does not lessen the controversy surrounding the ill-fated flight and its lone survivor, the broad-shouldered ruddy-faced former marine from Wisconsin, 35-year-old Mr Eugene Hasenfus.

Mr Hasenfus, who was captured by Nicaraguan army officers last Monday, has named two alleged CIA employees who he said ran a rebel resupply network based in El Salvador. Experienced commentators say that the network resembles the CIA-financed cargo drops by Air America in south-east Asia in the late 1960s.

Hasenfus's testimony before the press in Managua was almost certainly made under

duress. But the names he revealed have shed some light on the murky world of private contract airlines and independent pilots.

The key man named is Mr Max Gomez, a Cuban-American who apparently had a past association with the CIA. He has been reported by several US newspapers as being linked to Mr George Bush, the US Vice President.

Mr Bush denied this weekend that he was directing or co-ordinating any covert operations in Central America. But he admitted meeting Gomez on several occasions and described his role as "to help the Government of El Salvador put down a Marxist-led revolution." He also added, tantalisingly, that Gomez was a "patriot."

Such statements will doubt-

less win Mr Bush, a leading Republican candidate for the presidency, plenty of support from the right-wing. But it will only fuel suspicion that he and others in the White House know a great deal more about the "freelance" operations in Nicaragua than they are prepared to say.

This is why, in the past few days, attention has switched away from the CIA to the White House. Influential senators such as Mr David Durenberger, the Minnesota Republican who chairs the Senate Intelligence Committee, say they believe the CIA's adamant denial that it was not involved in the mission.

After all, the incident occurred just days before the CIA would be back in business in Central America with \$100m in new funding, expected to be

released this week when Congress completes approval of the budget for fiscal year 1987.

To jeopardise this for the sake of a few hundred rounds of ammunition and some jungle boots—the supplies carried by the C-123—looks at the very least ill-conceived.

That point is underlined by the unprofessional nature of the mission. Mr Hasenfus was the only occupant wearing a parachute, and numerous documents including flight logs, identification cards, business cards and personal papers, were on board.

Mr Hasenfus himself, by co-operating so swiftly with his captors, appeared less as a professional undercover operator than a befuddled anti-hero.

In the light of the administration's support for such



Eugene Hasenfus: testimony to the press

private operations to help the Contras—before the organised aid comes through from Congress—the Hasenfus debacle was an accident waiting to happen.

SHIPPING REPORT

Tanker market shows dismal rates amid high stock positions

BY KEVIN BROWN IN LONDON

DISMAL rates continued in the tanker market last week, with hopes fading that increased activity before the onset of winter would lead to improvements.

Brokers said any increases in rates would probably be a slow process in view of the present high stock position and the build up of tonnage in all loading areas.

E. A. Gibson, the London shipbroker, said around a dozen very large crude carriers (VLCCs) and ultra large crude carriers (ULCCs) were believed to be in a position to load spot cargoes, with the prospect of up to 30 being available by the end of the month.

Trading was said to be very slow for these larger vessels, and few details of fixtures were available, although an American major was reported to have fixed a 200,000 tonner for a short voyage from the Middle East Gulf to the Red Sea at Worldscale 28.

Brokers said charterers with large cargoes should have little difficulty in repeating fixtures at around this level.

In the medium sizes, a 130,000 ton cargo to the US Gulf was fixed at Worldscale 32.5, and a 100,000 ton

cargo to Chittagong was fixed at Worldscale 38.5.

Trading was said to be slightly more active from Indonesia, and quite brisk from West Africa, but the number of large vessels seeking employment prevented any firming of rates, which fell to Worldscale 27.5 for 100,000 tons to Italy and Worldscale 30.5 for 200,000 ton part cargo to Taiwan.

The Mediterranean market fared no better than other loading areas, and rates continued to plummet. Worldscale 115 was paid for a cross-Mediterranean voyage for a 50,000 ton cargo.

The Caribbean market was said to have come virtually to a standstill, with only a few vessels seeking employment. The rate for vessels of 70,000 tons for normal coasts was trading in the low Worldscale 50s.

Demand also declined on the North Sea, although Italian charterers fixed two vessels, each of 135,000 tons, at Worldscale 27.5, while the rate for the normal 80,000 tons size for the UK-Continental trip was hovering around the Worldscale 60 level.

Buenos Aires meetings point to better relations with Britain

BY TIM COONE IN BUENOS AIRES

HIGH LEVEL contacts made in Buenos Aires between the British Labour Party and the Argentine Government during the past week have prepared the ground for a rapid improvement of relations between Britain and Argentina in the event of a Labour victory at the next general election.

Two Labour Front Bench spokesmen on foreign affairs,

Mr George Foulkes MP and Mr Donald Anderson MP, met with Mr Jorge Sabato, the Argentine Foreign Minister, for three hours last Thursday evening in what Mr Foulkes described as a "remarkable informal meeting."

"Ways were explored as to how, in the event of a Labour government coming to power, confidence-building measures could be rapidly implemented

that could lead quickly to a normalisation of relations and negotiations on the future of the Falkland Islands.

"I am more confident than ever that a solution can be found which would be acceptable to Britain and Argentina as well as to the Falkland Islanders," he said.

The two Labour MPs had been attending the 76th Inter-parliamentary Union Confer-

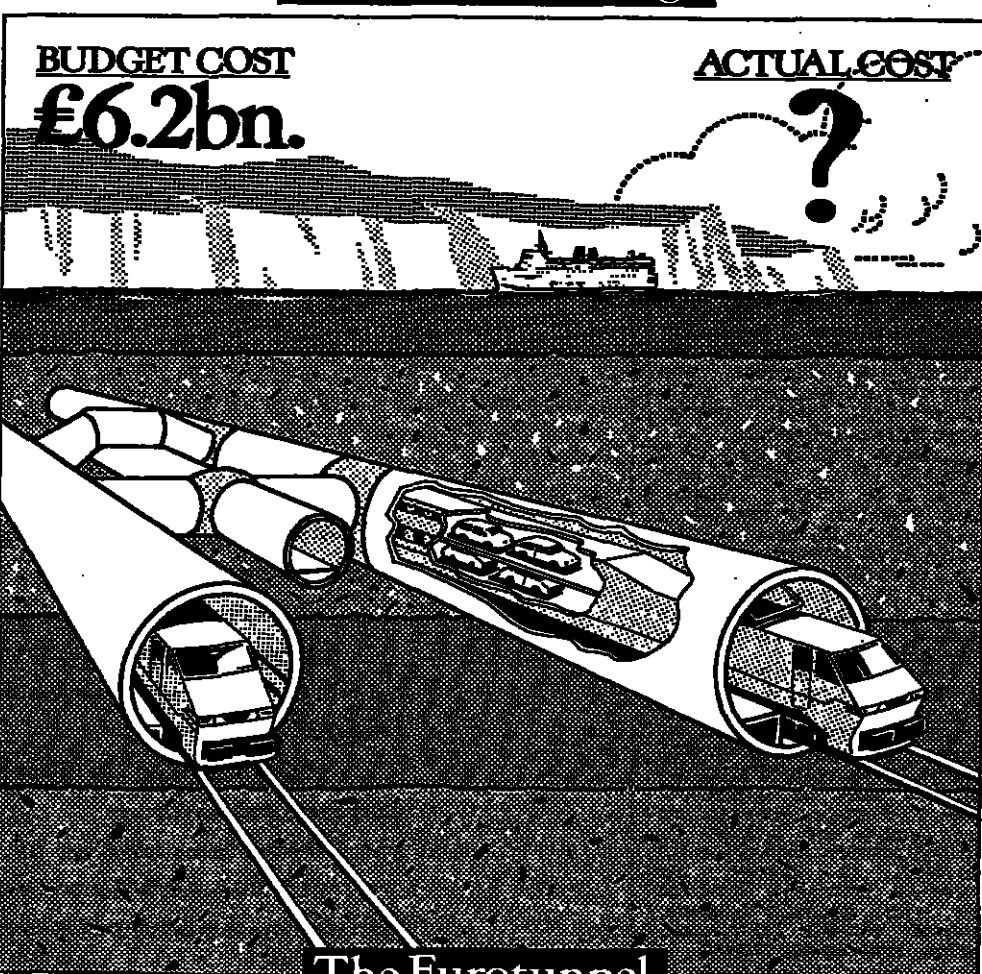
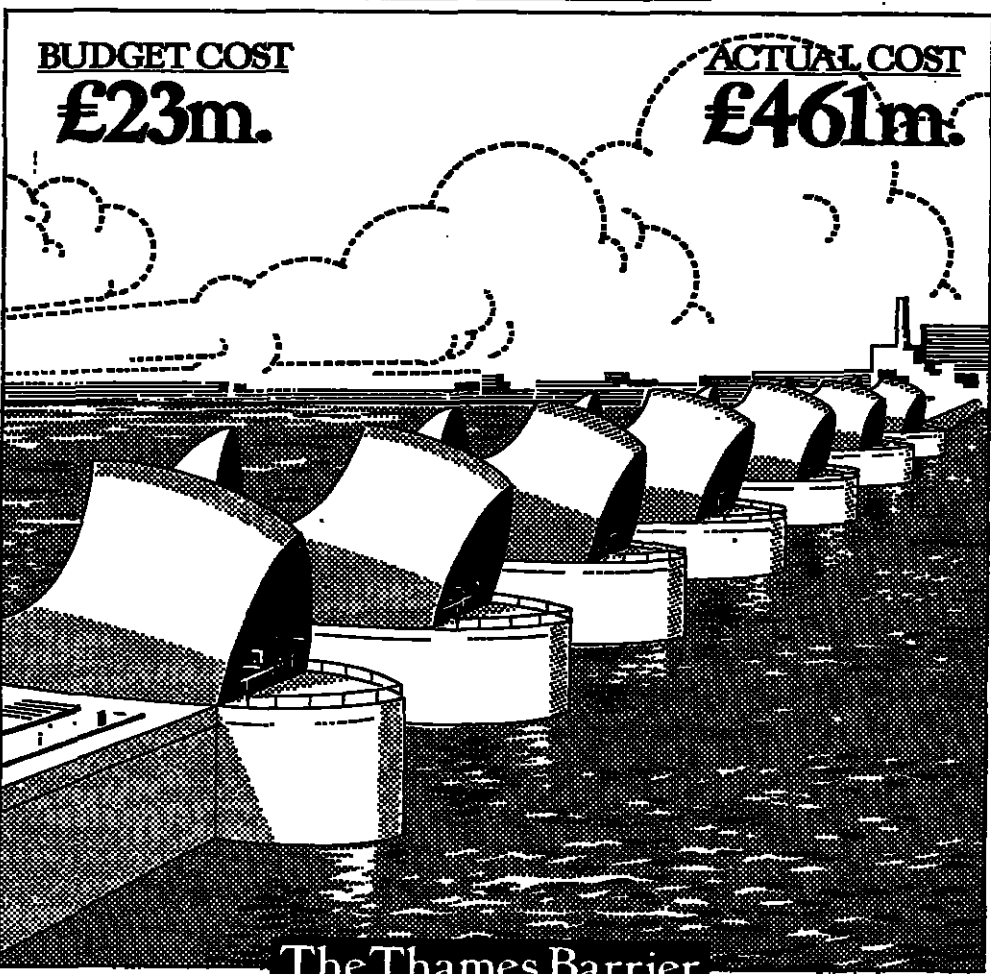
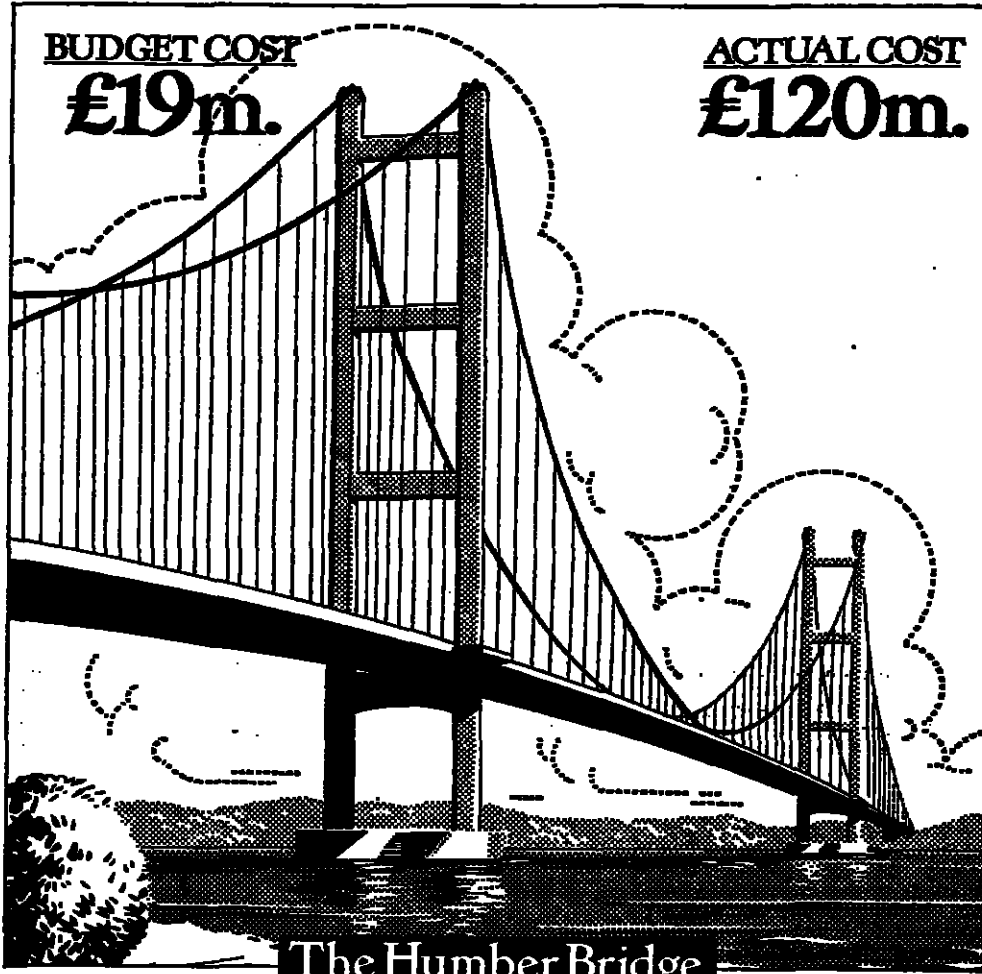
ence in Buenos Aires, as part of a nine-man British Parliamentary delegation from the Conservative and Labour parties.

Labour Party policy on the Falklands is to discuss the sovereignty issue with the Argentine Government "without preconditions but also without prejudgments on the outcome of the negotiations," said Mr Foulkes.

The confidence building measures might include some form of engagement in which Argentina would formally agree to cease hostilities and Britain would agree to discuss sovereignty and lift the 150-mile protection zone around the islands.

Conservative members of the delegation also commented favourably on their contacts with Argentine President Raul Alfonsín told reporters yesterday he detected flexibility on the part of Britain in the dispute over the Falkland Islands, Reuter writes from Madrid.

"The basic issue is that we have been unable to get Britain to the bargaining table," he told a news conference in Madrid. "They now seem to be opening up to the idea of a dialogue on this problem."



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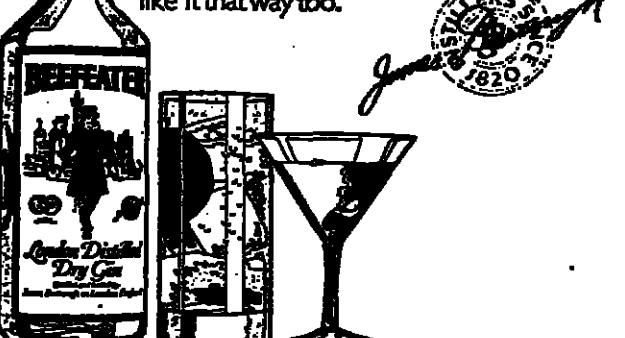
		TRADE STATISTICS			
		Aug '86	July '86	June '86	Aug '85
US \$m	Exports	17,404	17,707	19,070	16,584
	Imports	20,725	20,745	22,240	27,512
	Balance	-13,321	-13,038	-13,170	-10,928
UK £m	Exports	5,470	5,590	5,826	6,105
	Imports	6,556	6,577	6,449	6,272
	Balance	-1,086	-987	-623	-1,167
Japan \$m	Exports	16,804	18,895	17,499	13,860
	Imports	9,304	10,701	10,141	10,370
	Balance	+7,500	+8,194	+7,358	+3,490
France FFm	Exports	71,90	74,60	75,28	54,89
	Imports	48,80	73,10	74,87	58,52
	Balance	+2,310	+1,550	-1,59	-1,63
W. Germany DMm	Exports	45,01	44,07	42,65	47,44
	Imports	32,41	34,57	34,33	39,77
	Balance	+11,60	+9,50	+8,32	+7,67

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OVERSEAS NEWS

Fears on Japan railway sell-off

By Ian Rodger in Tokyo

A BIG upheaval last week in Japan's biggest rail trade union, Kokoro, may lead to disruption of the privatisation schedule for Japan National Railways.

The Government aims to privatise JNR, which had a record loss of ¥1,945bn (US\$28.5bn) in the year to March 31, 1986, and split it into eight companies by the end of next April. Disputes on the enabling legislation began in the Diet (parliament) last week.

The privatisation has been of considerable interest to investors, not because of JNR's chronically loss-making railway businesses, but because of the planned sales of 3,800 hectares of its surplus land, much of it in prime locations.

However, it is now clear that Kokoro, the largest of 13 rail trades unions, will no longer co-operate with the privatisation plan. At the end of a turbulent two-day special conference last week, radical executives, pledged to take a hard line against the plan, was elected.

Kokoro's 24-member executive resigned on Friday after its call for co-operation with JNR was rejected.

Then, when the radical executive was elected, some 13 dissenting local branches set up their own faction, although they stopped short of defecting.

Kokoro's old executive had decided to co-operate with JNR only at the last minute and only under extreme grassroots pressure. The other rail unions had already agreed to co-operate in return for employment guarantees or generous redundancy terms.

The Government has accepted that JNR manpower, which stood at 310,000 last year, must be reduced to 188,000.

It has been estimated that, apart from early retirements, there will need to be about 93,000 redundancies.

The Government has offered generous terms and is finding alternative employment for many.

Kokoro's members had been defecting at the rate of 10,000 a month since April out of dissatisfaction with their union's non-cooperation policy and a desire to take advantage of the Government's offer.

As a result of the defections, Kokoro now represents less than half JNR workers for the first time since its founding in 1947.

Even if Kokoro is weakened, its ability to cause disruption in the run-up to privatisation should not be underestimated. Until about 10 years ago, when a moderate leadership took control, it was one of the most militant unions in Japan and it could return to its old ways of stage frequent strikes.

Also, there is always a potential for sabotage. JNR lines have been sabotaged three times in the past six months and in the Tokyo area were paralysed when signalling systems were cut.

Tokyo police said they suspected that radicals opposed to the privatisation plan.

A majority of the newly-elected Kokoro leaders are from left wing groups associated with the Japan Socialist Party or the Japan Communist Party.

Philippines' constitution agreed by commission

A SPECIAL Philippines commission yesterday approved a new constitution expected to legitimise the revolutionary Government set up by President Corason Aquino eight months ago, after reports from Manila.

The panel voted 44-3 in favour of the constitution which will be presented to the people for approval in a plebiscite in January.

Commission members said the charter would fix presidential terms at six years and allow no re-election.

Mrs Aquino replaced Mr Ferdinand Marcos in a revolt in February. She declared a revolutionary government after tearing up the 1973 constitution introduced by Mr Marcos during his rule of nearly 20 years.

The constitution also envisages a two-chamber congress, abolished by Mr Marcos when he declared martial law in 1972.

It would allow the US to negotiate a new lease for military bases in the Philippines after the current agreement expires in 1991.

Portugal confirms boycott

PORTUGAL has confirmed it will boycott next week's EEC-Asean foreign ministers' summit in Jakarta, reports John Murray Brown.

Officials in Lisbon have said that, since 1975, all diplomatic links with the host country, Indonesia, have been cut, following Indonesia's

Robert Thomson in Peking assesses the likely business, political and social implications of the royal tour

Historic visit to China tests the commercial value of the Queen

HOW MUCH is the Queen worth on the China market?

By the end of this week, British companies who have hitched projects to Her Majesty's visit will have a better idea of what royalty means to Chinese commercial cadres, and whether Britain has a "special relationship" with China.

To say the country is gripped by "Royal fever" would be an exaggeration. At best, China is running a slight temperature. That the two best selling magazines in Peking feature cover stories on the Queen and music-builders respectively is the most encouraging sign of street-level excitement.

Yugoslavia aside, China will be the first communist country to host the Queen, and it is likely that, in the end, the Chinese will gain far more out of the trip than the British. The visit will be an important sign to the West that the PRC, by Royal appointment, is well down the road to international respectability.

As such, Peking is far more interested in foreign than domestic coverage of the week-long event. That is why about 250 journalists will be accompanying her and why the magazine editors have carried few stories about the visit.

The average Chinese, a rural peasant with minimal education, has little idea who the Queen is. A common mistake

among better educated Chinese is to confuse the Queen with Mrs Margaret Thatcher.

"Why is she coming back again?" asked one friend, who had the 1984 Thatcher visit in mind.

Trend-conscious urban youth, a tiny percentage in a population of just over 1bn, are aware of Princess Diana, and it is not unusual to see clippings of her under the glass top of a Peking office desk. In fact, the radio youth magazines have portrayed her as something of a role model.

Hu Yaobang, the Communist Party General-Secretary, also thinks of the Windsors as a model family. He lunched at Buckingham Palace in June and, shortly afterwards, a Chinese newspaper suggested that party members throwing banquets should emulate the "simple and economical" fare served by the Queen.

Bearing in mind the general ignorance, one diplomat mused: "I don't know what the British hope to get out of it." He said low-ranking visitor has followed through the tour, and the Queen's pre-eminence has been somewhat lost in the rush.

The Queen apparently knows more about China than China knows about her. The Financial Times caught up with the Press secretary, Mr Michael Sheel, British relations, who sometimes referred to as the



"Check the label—it's probably made in Taiwan."

"Palace Mole," in Shanghai during a recent royal reconnaissance mission. Mr Sheel said Her Majesty had a good understanding of China because she was "a very well-read lady."

Deng Xiaoping, China's leader, issued a tentative invitation in August 1984 for a royal visit. A more formal invitation was delivered by Zhao Ziyang, the Chinese Premier, during his British tour in June last year. British diplomats say the Queen's presence will "set the seal" on fast-improving Sino-British relations.

Most Chinese peasants have little idea who the Queen is. And many of the educated confuse her with Thatcher

gone ahead with the settlement of Hong Kong's future, which had clouded relations between the two countries. However, diplomats, not British, argue that the big gains in Sino-British relations were to be made immediately after the signing of the joint declaration on Hong Kong in late 1984, and that the British will get few benefits from Her Majesty being here.

Britain's Government is particularly looking for trade benefits—exports to China in the first half of this year were £227.5m, compared to £177.5m for the same period in 1985. Imports from China were £149.5m, compared to £164.5m

in the same period last year.

An optimistic Zeng Taobin, the Chinese Minister for Foreign Economic Relations and Trade, said yesterday that "the visit to China by British Queen Elizabeth II will have a profound historic significance in increasing the trade relationship."

The British Overseas Trade Board has attempted to take commercial advantage of the tour by organising a two-day economic co-operation seminar in Shanghai, beginning tomorrow with the first day's activities on board the royal yacht Britannia.

A businessman involved in the seminar said the rare privilege of being on the Britannia will be lost on some Chinese officials, whereas if the event took place in, say, the US, local magazines would be overwhelmed by the occasion.

A \$4bn (£2.8bn) steel plant at Ningbo, near Shanghai, is the glamour project that British officials hope will do well out of the seminar. The Davy McKee engineering group has formed a consortium to build the plant, while Sir Y. K. Pao, the Hong Kong businessman, and native of Ningbo, has been attempting to raise finance.

It is understood that Chinese officials and Davy representatives have been discussing the possibility of signing a memorandum of understanding during the visit, but the project is as one insider put it, in its

"very early days."

Other companies hoping that business will flow from the royal connection in Shanghai include Cable and Wireless, Short Brothers, Baker Perkins, Kleinwort Benson, British Telecom, and Rolls Royce. Projects to be discussed range from a Shanghai sewage scheme to a thermal power plant and port development at Ningbo.

"I would like to think the seminar will make people think and buy British. And I think it will make more British companies who should be in China aware of the possibilities," one participating representative said.

But he stressed that, in the end, the two most important factors in doing business in China are "guarantee"—connections—and price. "Quite frankly, if they get a better price from a French company, they will buy from the French. The Chinese are not going to say that just because the Queen is here they will sign letters of intent."

After Shanghai, the Queen, rural China, will see the ancient terracotta warriors in the central Chinese city of Xian, and then go on to Kunming and Canton in the south. The royal couple will then sail to Hong Kong for a two-day visit.

Left-wing sources in Hong Kong suggest that Peking had reservations about the Queen travelling to Hong Kong, as her

presence might "confuse" Hong Kong people about their future, which is Chinese and not British.

British officials are certain that the Queen will meet Deng Xiaoping, though the Chinese like to keep these things in doubt for security reasons. Of all Chinese, those who bear the status of the Queen are the country's leaders, who have overseen the widening of a road to the Xian warriors and the renovation of her lodgings at the Diaoyutai—"fishing platform"—guest house.

The most interesting article briefing the masses about the Queen is in a glossy magazine called World Affairs Pictorial. The writer noted that the Queen is "extremely fond of horses" and "very fond of dogs."

Except for some special occasions, her dear dog is always with her. Everyday she feeds the dog with silver forks and spoons.

Then the article tells how she was attracted to Prince Philip when she was 13: "They fell in love at first sight. She discovered that this tall, handsome, clever and capable boy was the person of her heart... although they no longer who is apparently keen to visit harbour the same passion they had when they were young, they care for each other with great solicitude."

Long, long march to change, Page 16

Boost for foreign investors

By Robert Thomson in Peking

CHINA HAS introduced a package of incentives, including a ceiling on salaries of Chinese staff and extended tax concessions to joint ventures, in an attempt to increase foreign investment.

The provisions, issued on Saturday by the country's State Council, will give foreign partners greater power to hire and fire staff and extend tax breaks on ventures using advanced technology and those exporting more than 70 per cent of their output.

Infrastructure development for joint ventures is also to be given higher priority and banks are supposed to give ventures loan priority.

The council said the regulations were designed to "improve the investment environment, improve product quality, and expand exports in order to generate foreign exchange."

Foreign investment fell 20 per cent in the first half of this year compared to the same period last year and Chinese officials have conceded a further fall is likely.

A big problem for foreign investors has been the lack of clarity in the investment regulations. But the council document is couched in equally ambiguous and qualified language and investors are unclear how many benefits will actually flow through to their enterprises.

In theory, the new bureaucratic procedures that the foreign investors must follow if they have problems. Local government units are supposed to get more involved in foreign investment problem solving, so avoiding the "argument back and forth between departments that wastes time," according to the official news agency, Xinhua.

PRESS RELEASE

14th September, 1986.

Magnapix's latest.

Magnapix has today announced the release of their latest film, "Giving and Taking". A block-buster of a love story set in war-torn Europe. It's directed by William Healey and stars Jim Roberts, Philippa Baldwin and Karl Kretschmar-Schuldorff.

Based on the best-selling autobiography of Belinda Ballantyne, "Giving and Taking" tells the story of a young Englishwoman (played by Baldwin) who is married to a German (Kretschmar-Schuldorff). When war breaks out, he is drafted and eventually sent to the Russian Front.

WW2 Heroism.

During the years to come, Baldwin has more to cope with than three children, the Allied bombing, the neighbours' hostility and the authorities' suspicion. She also meets, and falls in love with, a Canadian Intelligence officer masquerading as a Swiss cultural attaché (Roberts).

When Kretschmar-Schuldorff loses his legs to a partisan's grenade and is sent home, he begins to suspect that Baldwin is having an affair. But that is only half the truth - she is also actively engaged in helping Roberts with his espionage work.

Whilst under the influence of home-made schnapps, Kretschmar-Schuldorff confides his anguish over his wife's infidelity to a neighbour, who is, unfortunately, an informer (played by the great old character actor, Tim Baynes). Baynes discovers that Roberts is a spy, and informs on both him and Baldwin.

Self-Sacrifice.

Confronted by the hurt and angry Kretschmar-Schuldorff, Baldwin and Roberts confess their anti-Nazi activities, just as the Gestapo arrive outside their apartment building to arrest them. Kretschmar-Schuldorff, in order to distract the Gestapo and give Baldwin, Roberts and the children time to escape across the roof, drags himself over to the window and throws himself out.

In a recent interview on the set of his next film, William Healey, the director, spoke at some length about "Giving and Taking". "I think what first attracted me to the story was the sheer scale of the human sacrifice involved. First, you have old Kretschmar-Schuldorff, although he is a German, who disagrees with the policies of the Nazi party. Then Baldwin and Roberts risk their own lives to spy for the Allies. And finally, of course, Kretschmar-Schuldorff making the ultimate sacrifice, for his wife and the man who had stolen her love."

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The bare facts.

At a brief glance, these two sheets are very different. The one on the right looks worthy of closer inspection - it appears to have interesting information to convey. Whereas you could be forgiven for conveying the one on the left to the rubbish bin.

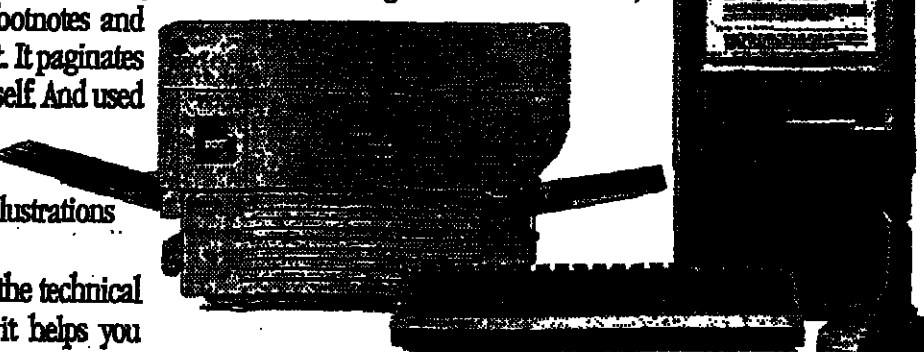
Of course, they both say exactly the same thing. But it's the way they say it that makes the difference. And the "well-written" one was composed on the Apple™ Desktop Writer System.

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MANAGEMENT

Mannesmann

Coiled to spring into a technological age

Peter Bruce explains how the West German group is getting to grips with diversifying away from its steel pipes core

WERNER DIETER sometimes hunches himself up in a chair while being asked a question and then seems about to launch himself from it when he answers. He never quite leaves the chair, mind, but the process, if repeated, can be unnerving. The chairman of Mannesmann is a coiled spring. His point features deliver up a smile most undertakers dream about.

Dieter, 57, has been chairman for just over a year and he is already in danger of becoming fashionable. Der Spiegel, a magazine that tries never to compliment, recently carried an article about Mannesmann's enormous problems with seamless pipes that made his efforts to solve them seem almost epic. Another journal has found it remarkable that he dresses simply, makes little small talk and is apparently not interested in the theatre, music, books, fine foods or sport.

Even if he were, he would probably have little time for them now anyway because he is trying, once and for all, to do what his predecessors have been trying to do for 16 years — to make one of the most adventurous diversification programmes in West German industry finally take root and succeed without being constantly threatened and derided by a business (steel pipes) that he admits a person "would have to be out of one's mind" to get into now.

Mannesmann is one of the world's biggest steel pipe manufacturers. Dieter therefore cannot just walk away from the DM 6.2bn (£2.17bn) a year turnover this generates — still 34 per cent of total group turnover last year — despite the fact that the tubes division seems to yo-yo constantly between loss and, when it gets really lucky, break even. The company has been warning since the summer after breakeven last year and a DM 218m loss in 1984) will damage overall profitability this year.

Dieter, who became chairman

after the death last year of Dr Franz Josef Welsch, took just seven months to make a dramatic decision that his ailing predecessor had not had the strength to — in May he fired 6,500 workers in the tubes division.

In 1970 Mannesmann swapped its steelmaking business for the tubes business of Thyssen, the West German steel and industrial group. It was a spectacular deal at the time and one that established Mannesmann among its peers as being forthright and wise. There was, after all, more added value in pipes and tubes, especially the seamless oil country variety, than in hot strip.

But the group allowed itself a luxury at that time for which it is paying now — it held on to its steelmaking capacity to feed the tubes division. It was, after all, Marx and Reinhold Mannesmann who founded the group in 1890 after becoming the first people to produce seamless steel tubes by rolling a solid ingot. Mannesmann still produces around 3m tonnes of raw tube steel a year, practically haemorrhaging money in the process.

Long term loyalty

This means that Dieter is looking, probably more urgently than he lets on, for a partner to make steel with, which probably implies a recognition that he is unlikely to find anyone brave or mad enough to buy the steelmaking parts of Mannesmann off him entirely. But there is more to it than that. Dieter is not a steel man. He grew up in Mannesmann's hydraulic subsidiary, Rexroth, which he joined in the 1960s; his loyalty in the long term to steel pipes is anybody's guess. For the moment he puts a brave face on the division's future. "We are not prisoners of pipes," he insists. "But there will be a market for pipes in the future and the question

is, 'who will supply that market?' There will have to be a European steel pipe and tube industry and we have a chance in Mannesmann to be a leading and profitable supplier."

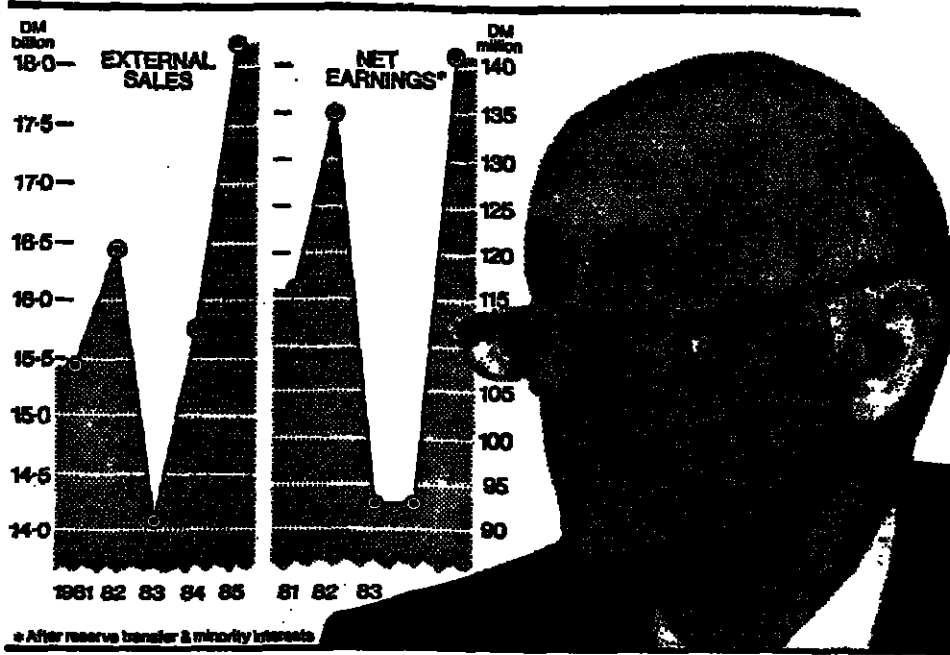
It must, nevertheless, be a cruel irony that pipes make up virtually the same proportion of turnover today in Mannesmann as they did nearly 20 years ago. In 1968, when the group began to diversify, it is the sheer scale of that change that makes the lack of reward today so bitter and which probably makes Dieter seem so determined and even angry.

Turnover then was DM 4.6bn. Tubes and tube products made up 31 per cent of sales, steel sheet and plant and machinery, 16 per cent each, coal and other raw materials 6 per cent and most of the rest being contributed by various trading operations.

In 1968 Mannesmann bought a stake in family-owned Rexroth and took it over completely in 1975. In 1969 the group gave up its coal mining activities to Ruhrkohle and stunned the European steel industry in 1970 by the swap with Thyssen, which also paid Mannesmann DM 100m at the time in order to disengage it from merging with Hoechst, another steel-maker.

Hardly pausing for breath, the Düsseldorfers then turned their attention to one of the country's biggest crane makers, Demag, and took it over between 1972 and 1974. At almost the same time they bought a small precision instrument company, Constantin Rauch, in Ulm; quickly turned it to producing computer printers and merged it with a US printer producer, Tally, that was bought in 1979.

Tally was finally married off to Kienzle, a struggling Black Forest computer producer. Mannesmann found and bought in stages between 1981 and 1982. At the same time it also took control of Hartmann and Braun, a process control and measuring business from the then deeply troubled AEG.



Werner Dieter: "not a prisoner of pipes"

Today it also owns a 42.5 per cent stake in ANT Nachrichtentechnik, along with Robert Bosch, a major telecoms transmission equipment business that was also once part of AEG and has just bought control of a small Munich software house, PCS.

Last year it tried and just failed to buy Dornier, the country's second-biggest aerospace group, although officials say the attraction was Dornier's electronics rather than its aircraft.

There is something restless about Mannesmann, Dieter says. The acquisitions will probably continue. "There are many big and medium sized companies in Germany that we would like to see in our group. I am interested in anything to do with automation." He says, too, that he may have to look abroad.

But so much depends on his getting Mannesmann-rückwärts right. First, it would be cruel and politically dangerous to make big acquisitions while the 6,500 laid-off tubes workers take their long leave of the company. And then there is no guarantee that the steel tubes market, heavily dependent on oil drilling activity, will not continue to soften or, if it makes a few positive signals, quickly be saturated again.

Even if the rot in tubes gets worse, though, Dieter is said to have such a passion for technology that he would probably be incapable of ignoring the rest of the group. The diversification, a textbook mixture of talent and some opportunism, has delivered into his hands virtually all the key components of the factory and process auto-

mation markets that he is so keen on. Demag, now one of the world's great materials handling equipment producers, is the core. Encouraged by the failure of General Electric in the US to establish itself as an undisputed leader in factory automation, Dieter believes it is now the turn of mechanical and production engineers to take a lead. "Finding good people is tough," he says.

Virtually every company Mannesmann has bought can contribute to this effort. Even Dieter's beloved Rexroth hydraulics, the turnover of which he helped increase from DM 80m in 1968 to nearly DM 2bn today, has developed revolutionary — so the claim goes — drives that will probably find their way into automated factories.

Apparently profitable

Demag, with total sales last year of DM 3.2bn, is big enough in materials handling to carry other subsidiaries with it on major contracts. Its second strength, in steel plant, also remains promising, particularly if the US and other mature steel industries continue to modernise. The group also has a big trading subsidiary — its turnover last year was DM 4.5bn — and a Brazilian steel pipe subsidiary that is apparently profitable at the moment but which has contributed not a few grey hairs to the Mannesmann board in the past.

A combination of trying to

find someone to make steel with him while at the same time trying to be the biggest thing in factory automation leaves another potentially rich area of diversification — telecommunications — out in the cold. ANT Nachrichtentechnik is a serious competitor in telecoms transmission in Germany but, more important, it has secured Government contracts which will take it into broadband communications, the second and potentially most lucrative phase of Bonn's introduction of digital switching.

Dieter denies he is thinking of getting out of ANT but confesses that he is not quite sure what to do with it. "You see how difficult this sector is for experienced players," he says. "Do not expect any spectacular movements from us."

Some analysts believe that what may happen in the near future is a major investment in the US. The currencies are right, says one, and the market's there for almost everything mechanical or electronic that Mannesmann makes are big and under-exploited — accounting last year for less than 10 per cent of total (including pipe) sales. Apart from its Brazilian venture, Mannesmann has been coy about manufacturing abroad.

Yet all talk about the future at Mannesmann has about it an air of unreality while it is still being plagued by its past. Dieter must ache to be out of steel pipes altogether. The Russians and the old oil producers do not buy them much any more. And you can't automate a steel pipe, it just lies there. That is no longer Mannesmann's style.

Personnel: we've seen it all before

David Brindle reports from a recent conference

THE DOUBTS were voiced after only the first speaker of the two-day conference. "So what is so new about any of that?" was, in so many words, the general criticism.

The speaker, personnel manager of a leading electronics company, did well in further discussion to recover from the cutting accusations that the innovations he had outlined were nothing more than 1970s old hat.

But the suspicion persisted throughout the conference, held recently at Warwick University, that the king's new clothes were not quite what they were made out to be. The "development of human resources," the theme of the event, was surely just a ragbag of tired old personnel theories dusted off and given a grand-sounding title.

So great was this suspicion, in fact, that Keith Sisson, director of Warwick's industrial relations unit, was forced at the end of the conference to take the bull by the horns and admit that there was, indeed, nothing new under the sun.

"If people were thinking there is an instant solution, then I do not think there is one," he said. "Virtually every one of the speakers has been honest enough to admit how humble their solution is."

Perhaps expectations had been too high. The conference, the first of a series organised jointly by Warwick and Industrial Relations Services, had attracted personnel, industrial relations and human resource managers from organisations ranging from the RSC and British Rail to ICI and Scottish and Newcastle Breweries. Many of them made the point that they were not habitual conference-goers.

What had drawn them to the Warwick event (for which they each paid £47.50) was its promotional sell that "success in the market place lies in the effective management of human resources" and its packaging of something of everything that is in personnel fashion: workforce flexibility, performance pay, employee participation, training and staff development and Japanese-style management.

The speaker list, too, was impressive, including Len Poach, chief executive of the National Health Service and the guru of human resource

managers from his days at IBM, and Peter Wickens, personnel director of Nissan UK, the showcase of integrated human resource planning. Here, it may have seemed, could be picked up in less than 48 hours the essential elements of a human resource management starter pack.

What became clear during the two days, however, was there is no one template for effective human resource management — that the solution for one company may be irrelevant elsewhere, that what is said has to one manager may be quite novel to another.

Thus the first speaker's account of his progress on flexible working time, including winning agreement to a working week of up to 45 hours without any overtime pay but with time off in lieu, was received with little concealed wonder by some of those present. To others, though, it was something inappropriate or even, having tried it themselves, unsuccessful.

A personnel manager of a prominent oil distribution company said: "We have a lot of high-cost equipment which is better utilised by paying for overtime than having it left standing idle by skilled workers having time off."

Similarly, there was evident feeling that it was considerably easier to win employee agreement on flexibility, on performance pay and long-term wage deals, if the company was facing inevitable upheaval and if, at the same time, it had cash with which to buy change from a smaller resulting workforce. As one speaker noted: "People say 'it's all right for them—their factory burned down.'"

In this context, the opportunities open nowadays to prospective employers like Nissan were regarded with some envy but not by everybody. As Wickens outlined his achievements at the Japanese company's plant at Washington, Tyne and Wear, Frank Hughes could barely contain himself.

"We did all of that in 1979," said Hughes, of American Can UK in Runcorn, Cheshire. Brandishing the union agreement he kept in his pocket just to prove it, he added: "We didn't need the Japanese to come along to tell us how to do it. We just got on with it—no problem."

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UK NEWS

Rover Group to sell stake in Australian unit

By Kenneth Gooding

ROVER GROUP, the state-owned vehicles company, will announce the sale of a majority interest in its Australian subsidiary, JRA, this week by way of a management-led buy-out.

The move means Rover chairman and chief executive Mr Graham Day, who took over in May, has reversed the previous management's policy and will add JRA to a privatisation list which already includes Unipart, the spare parts subsidiary, and Leyland Bus.

However, he has decided that Rover should keep a significant minority shareholding - perhaps 20 per cent - in JRA.

The rest will go to the management team, led by Mr Phil Howell, 40, the managing director, and a group of international but Australian-based institutions.

JRA has had a volatile profits record so the price is more likely to be related to the company's net asset value which at the end of last year was \$577.8m (£34.4m).

The company made a net profit of \$524.9m on a turnover of \$2,947m last year, up from \$519.7m on sales of \$2,435m in 1984, and doubled its dividend to the UK parent to \$10.24m.

JRA has warned that this year's profits will fall steeply from the 1985 level because demand for luxury cars has stalled in Australia following the imposition of a luxury car tax, a sharp increase in the price of imported cars caused by the devaluation of the Australian dollar and accompanying high interest rates.

The previous Rover Group car division management team last year

resisted takeover approaches for JRA from companies controlled by local businessmen Mr Alan Bond and Mr Ron Brierley and Honda Japan, as well as ruling out a management buy-out.

Mr Day has quickly reversed that policy but wants Rover Group to keep a key shareholding in JRA. Although last year only 30 per cent of JRA's business came from sister Rover Group companies, it will remain an important customer for UK products.

For example, JRA is currently putting the finishing touches to a \$50m contract to supply the Australian army with 2,900 Land Rover vehicles over the next five years, starting with first deliveries late in 1987.

Most of the vehicles will be assembled from UK-supplied kits at JRA's Sydney factory. It is understood the Australian Department of Defence is not worried about the change in JRA's ownership.

JRA will also provide export orders for the Rover Sterling, Austin Rover's new executive model developed in cooperation with Honda of Japan. It was intended that the new Rover model would be supplied to Australia from Japan, where Honda will make some cars for Austin Rover. But the substantial increase in the value of the yen makes supply from Britain a more economic proposition.

The JRA story has echoes of the recovery and privatisation of Jaguar. Mr Howell took over as managing director in 1981 and his first job was to decide whether it should be closed down or if it could be rescued.

BA sale details to be unveiled next week

By Lyndon McLean

BRITISH AIRWAYS and the Government are to give details on October 21 of the offer for sale of shares in the airline.

The Government is hoping to sell the airline before the end of the 1986-87 financial year on March 31 - a year when the airline's own stockbrokers, Phillips & Drew, forecast a fall in pre-tax profits from £183m in 1985-86 to about £125m.

The north Atlantic routes represented over 40 per cent.

The north Atlantic routes represented over 40 per cent of BA's profits in 1985-86, "but earnings here will have come under pressure in 1986 and BA's traffic may decline by 15 per cent in the first six months of 1986-87, reflecting falling tourist arrivals," Phillips & Drew said.

Phillips & Drew forecast in a circular on international airlines, "a strong recovery in BA in 1987-88 to around £200m pre-tax profit." At the same time, the brokers forecast higher capital spending by the airline, including the possible purchase of additional Boeing 757s.

Phillips & Drew said that part of the reason why BA planned to acquire its fleet of 16 new Boeing 747-400 long-range aircraft on flexible, long term operating leases was "the possibility that the 1990s will see new generations of aircraft powered by highly fuel efficient prop fan engines."

The first of 10 British Aerospace (BAe) 146 four engine aircraft for the Civil Aviation Administration of China (CAAC) has entered service on routes from its base at Lanzhou, 700 miles south west of Peking, BAe said.

Risks to long-term unemployed 'double after three months'

By Alan Pike, Industrial Correspondent

THE RISK of a person joining the long-term unemployed almost doubles after three months without work, according to research by the Manpower Services Commission (MSC) which administers the Government's training and employment policies.

An analysis in the MSC's Labour Market Quarterly Report, published today, shows that someone becoming unemployed last year had a 19 per cent probability of remaining without work for a year, and a 4 per cent chance of still being unemployed after three years.

But if a person had not found work within three months, the chance of remaining unemployed for a year rose to 37 per cent, with the probability of unemployment continuing for three years going up to 8 per cent.

About 41 per cent of all unemployment benefit claimants are long-term unemployed - people who have been without work for at least a year.

The Government last week announced a pilot project to extend its Restart programme to those who have been unemployed for six months or more. Under this scheme, available for people who have been jobless for at least a year, the long-term unemployed are given individual counselling aimed at providing job offers or places on the Community Programme or training schemes.

Long-term unemployment as a proportion of total employment varies regionally from 34 per cent in the south east (excluding London) to 47 per cent in the west Midlands.

Another survey in the MSC review shows that about 13 per cent of all vacancies at jobcentres in the spring had been unfilled for at least two months, nearly a quarter of them because of skill shortages.

More than 80 per cent of known skill shortages are concentrated in the processing, manufacturing and repairing, personal services, education, welfare and health sectors.

Growth 'may reach 4%'

By Our Economics Staff

THE PRESENT strong and "excessive" growth in Britain's money supply and better world prospects should result in a sharp increase in the pace of economic growth to 4 per cent next year, the London securities house I. Messel has forecast.

The upturn, however, will be accompanied by steadily rising inflation and the annual rate of price increase could reach 10 per cent in two to three years time, it says.

Messel's quarterly macroeconomic forecast is based on a new computer model of the economy which the securities house says has several distinct characteristics compared to those operated by other City of London economists.

It places more emphasis on developments in the financial sector of the economy - in particular the money supply, asset prices and savings behaviour - than traditional economic models.

BCal calls for action on BA competition

By Lyndon McLean

BRITISH Caledonian Airways has called on the UK Government to establish conditions of entry for airlines wanting to compete with British Airways. The aim is to restrict anti-competitive behaviour by BA to allow fair competition.

Mr David Colman, managing director of BCal, has written to Mr John Moore, Transport Secretary, asking him to consult the civil aviation industry under the auspices of the Civil Aviation Authority. Mr Colman hopes this will lead to action by the authority to protect the entry of British carriers on BA routes.

BCal's criticism comes two weeks after Britannia Airways, one of the UK's largest holiday charter airlines, lost its battle to prevent BA from operating group and inclusive tour flights and to prevent British Airways, a BA subsidiary, from operating scheduled services. Britannia wanted to restrict BA's and Airtour's activities in the BA original market for leisure travel.

Mr Moore dismissed Britannia's appeal against the refusal of the CAA to revoke or vary air transport licences held by BA and British Airways.

British Airways is to be sold to the private sector early next year. Mr Moore said in announcing his decision to dismiss the appeal by Britannia Airways: "While BA had the potential to engage in anti-competitive behaviour, there was no evidence that it had done so, was doing so, or was about to do so."

He was superseded that BA's dominant position in British aviation itself precluded fair competition and the sound development of a multi-airline industry.

BCal was prompted to take action because of what it regards as BA's pre-emptive strikes to hamper BCal's entry on the London-to-Tokyo route. BCal was granted a licence by the CAA to begin the first British non-stop services between London and Tokyo in April, breaking the BA monopoly on the route. BA's services stop at Anchorage.

The authority said it would be happy to consult the civil aviation industry about possible changes. Ahead of the start of the new service, BCal is already feeling vulnerable. BA has increased its service from five flights a week to six flights a week. BCal is concerned that BA might add a seventh flight.

Under the Anglo-Japanese air service agreement, airlines from each country are restricted to a maximum of eight flights a week. Japan Air Lines is the only Japanese airline on the route. It operates all eight flights. A seventh flight by BA would leave BCal no room within the bilateral agreement to increase its once-a-week frequency. Talks on the agreement take place in Tokyo in December.

"This is a deliberate attempt by BA to monopolise the route and make BCal's entry to the route more difficult," BCal said. "BA's action is designed to block our competition on the route."

"It is not much use licensing airlines to compete, as on the Tokyo route, if there is no mechanism to allow them to establish themselves," BCal said. "Unless a mechanism for market entry is brought into being, the Government White Paper (policy document) on airline competition policy is a hollow document."

BCal failed in April to restrict BA to five flights a week to Tokyo. BCal is to hold talks in Moscow on October 28 to present its case for rights to overfly the Soviet Union en route non-stop for Tokyo. Current flights from London go via Anchorage.

BCal said yesterday it knew "absolutely nothing" about any interest from Sir Y. K. Pao, the Hong Kong shipowner in bidding to take over BCal. "He has certainly made no approaches to us," the airline said.

Tories and Labour make strong push to keep up momentum

By John Hunt

THE CONSERVATIVE and Labour parties have a full agenda planned for this week in an effort to keep up the political momentum generated by the annual party conferences.

Mrs Margaret Thatcher, the Prime Minister, has called a meeting for today of the so-called "A Team" of ministers who will review policy in the light of last week's Tory conference at Bournemouth.

Later in the week the Star Chamber committee of senior ministers will hold the first of a series of meetings to settle differences between spending departments and the Treasury over public expenditure levels for 1987/1988.

Tomorrow, the Labour Party starts a drive to put its policies across to the electorate between now and the general election.

In a new departure from its traditional tactics it will launch a document "Investing in People," giving a succinct outline of the party's economic and social policies.

The 20-page colour brochure will be launched at a press conference by Mr Neil Kinnock, the party leader, backed up by senior party spokesmen and members of Labour's National Executive Committee.

An initial print order of 75,000 copies will be on sale at 75p each in newsagents and 2,000 copies will be sent to key opinion formers.

In addition, 100,000 leaflets will be distributed in key marginal constituencies and it will be backed up by a party political broadcast tomorrow night.

Party officials were describing it as the "most persuasive and cogent" operation ever attempted by the party.

It will emphasise how the party would use resources to create jobs

rather than to pay for supporting a continued high rate of unemployment. It will also explain how Labour intends to fund such measures following the recent claims that its programme would lead to higher taxation.

Although it is not intended to be a election manifesto a party official said: "We have been concentrating this year on revamping the party's image. Now we have to spell out our electoral message and present our policies in a coherent and determined way."

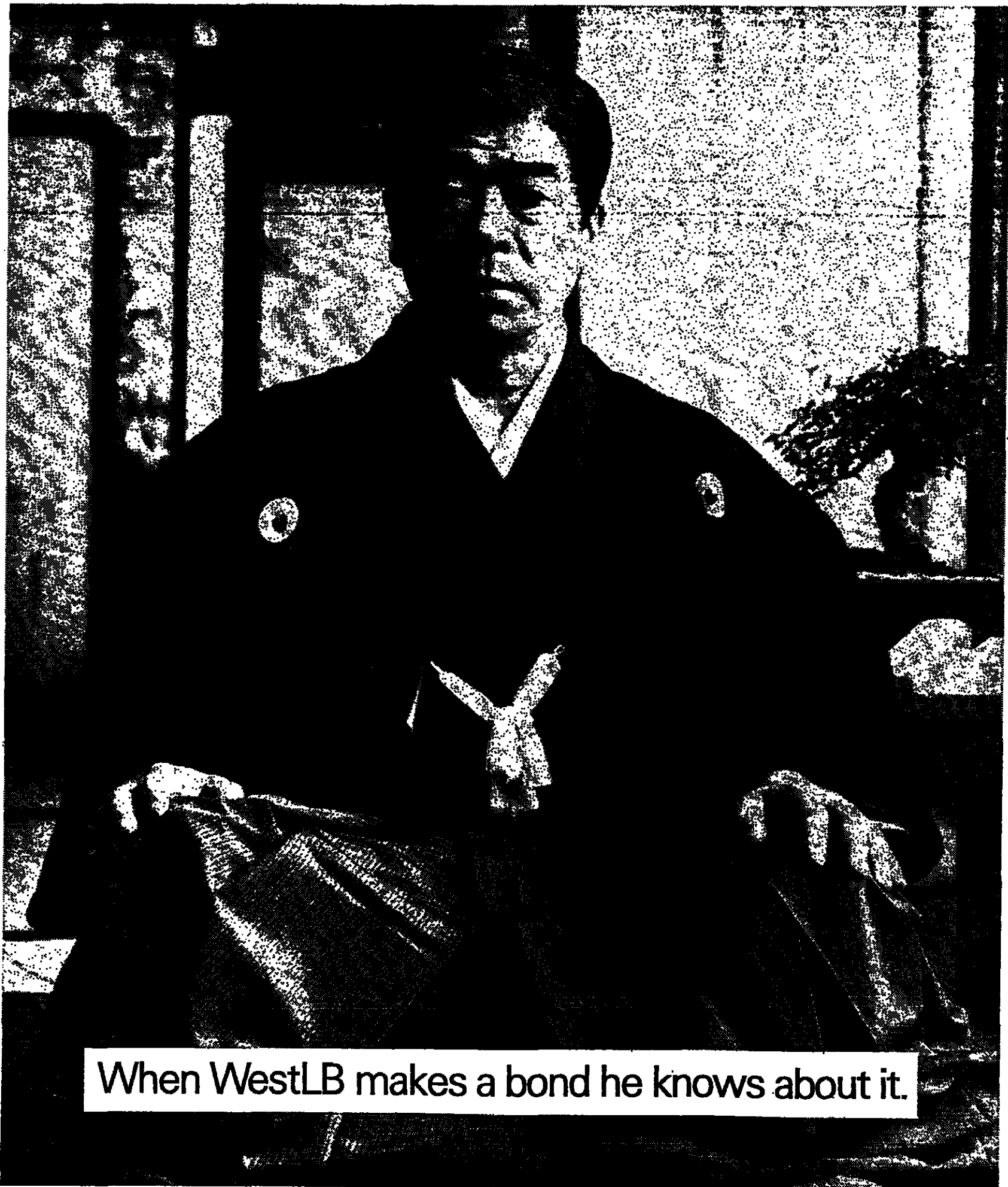
The Conservative strategy team at its meeting today will be reviewing the work of a series of party policy groups set up earlier in the year.

A note of caution is expected. There are fears that the euphoria of the Bournemouth conference could start a momentum for an early general election next year and so limit the room for manoeuvre over the time.

The Committee includes Viscount Whitelaw, who is Mrs Thatcher's deputy, Mr Nigel Lawson, Chancellor of the Exchequer, Sir Geoffrey Howe, the Foreign Secretary, Mr Douglas Hurd, Home Secretary, and Mr John Wakeham, the Chief Whip (party steward).

On public expenditure, the Star Chamber will have to settle departmental spending levels for Mr Lawson to make his autumn statement in November.

It is chaired by Lord Whitelaw and this year consists of Mr Norman Tebbit, the Conservative Party Chairman, Mr John Biffen, leader of the House of Commons, Mr John MacGregor, Chief Secretary to the Treasury, and Mr Kenneth Clarke, Employment Minister. A further minister has yet to be appointed.



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UK NEWS

CBI urges budget tax aid for unemployed

By Hazel Duffy

BUSINESS LEADERS in Britain show little enthusiasm for the Chancellor of the Exchequer's determination to make a cut in the standard rate of income tax the priority in the next Budget.

This is the view expressed by preliminary meetings in the regions at which the Confederation of British Industry (CBI), the UK employers' organisation, sounds out its members prior to drawing up its representation on the Budget. A further chance to gauge the mood of members will be provided at the CBI national conference early next month.

But the feeling coming from the regions is that Mr Nigel Lawson, the Chancellor, is wrong in going for a standard rate cut. Instead, many are keen to see the Government doing more to cut unemployment, more, that is, than the measures announced by Lord Young, Employment Secretary, at the Conservative Party Conference last week.

"If there are to be tax concessions, then it must be done by raising the tax threshold so that we are seen to be doing something for those on low pay and getting some of the unemployed back to work," the chairman of a successful manufacturing company in the north-west said last week.

If these views are borne out by the CBI conference next month, tax concessions look like coming low on the list of priorities to be submitted to Mr Lawson, by the CBI in its Budget representation early in 1987.

High on the list, however, will be the call for around £1bn extra spending on the infrastructure and inner cities. The first shot in this campaign will be fired by the CBI when it launches the third of its reports, entitled "Pulse of the Nation".

The aim of the report is to set the stage for decisions to be taken by ministers in the run-up to the au-

turn statement and then the next Budget.

Part of the increased spending on inner cities called for in the report has already been agreed with the announcement last week by Mr Nicholas Ridley, Environment Secretary, that the Government is creating four more urban development corporations.

It also calls for more spending in the inner cities along the lines advocated in a CBI policy document published earlier this year.

Many companies in the south-east are reporting increases in productivity. Mr Martin Morton, the CBI's acting director for the region, said: "Reports from members throughout Kent, Surrey and Sussex show that productivity is up right across the board, in sectors including engineering, semi-conductors, process plant, factory equipment, machine tools, electrical components, dairy products and convenience foods."

Visitors to Europe spend more than \$8bn

By David Churchill

EUROPE'S TOURIST industries enjoyed their best-ever year in 1985 with foreign visitors spending a record \$8.5bn, in Europe during their stay, according to the annual report from the European Travel Commission published yesterday.

The report shows that for the fifth successive year there was growth in the number of arrivals from large overseas markets. Leading the way were visitors from the US - up by 11.4 per cent on the 1984 figure to a total of 6.6m. Canada accounted for 1.2m visitors, up by 15.7 per cent, and Japan some 9 per cent more visitors at 0.5m.

The report also shows an increase in tourists from Australia, Argentina, and Brazil. Although the impact of terrorism and the Chernobyl nuclear disaster has badly hit Europe's tourist industries in the first half of this year, the Commission is still forecasting an annual growth rate in visitors to Europe of 5 per cent per year up until 1990.

Mr Len Lickorish, chairman of the commission, points out that the European response to the problems of the past year was based on "an intensive public relations campaign rather than advertising."

Sealink pressed to end dispute

SEALINK UK may be prepared to significantly modify its demand for 205 redundancies on two cross-Channel ferries, which has become the main obstacle to a settlement of the dispute which has halted the company's services to continental Europe and Ireland for the last 10 days.

Officials of the officers' union Numsat in the Channel port of Folkestone say they have been informed that the company is about to withdraw its redundancy plans. National negotiators were still awaiting confirmation of the details of the company's proposals.

The NUS will hold further meetings with the company today following overwhelming rejection of the company's proposals at mass meetings over the weekend at Folkestone and Holyhead, north Wales.

Sealink UK refused to comment on whether it would withdraw its plans for redundancies. Union officials believe pressure on the company to settle the dispute has intensified after Friday's announcement that the costs of the strike, and expected costs of redundancies had forced Sea Containers, Sealink UK's parent company - to suspend its dividend payments.

Officials of Numsat, and the National Union of Seamen, say that after a week of intensive talks they are close to an overall agreement with the company.

In the past week what started as a dispute over the company announcement of 402 redundancies as part of a plan to rationalise its ser-

Charles Leadbeater explains how the dispute which has disrupted ferry services between the UK, Ireland and Europe may force Sealink to make significant changes to its redundancy plans.

vices to the Channel Islands, has turned into a battle over Sealink UK's entire operation.

Backed by a strike which has hit all the company's services except those to the Isle of Wight, the seamen's and officers' unions have for the first time worked effectively together to force the company to address wider issues.

Many of these had been raised before at a local level. But once in negotiations the unions insisted that the two sides should reach agreement on the future of all Sealink UK's services to avoid a repetition of the surprise announcement of redundancies on the Channel Islands service.

This issue was settled relatively quickly. But last Monday the two sides had an agreement that the 402 dismissed workers would be reinstated for 13 weeks on full pay.

This would allow time for further negotiation to determine how many services could profitably run on the Channel Islands service. Sealink UK used to run four vessels to Jersey and Guernsey, but it announced the job losses under a plan to run a joint service with Channel Island Ferries which would only use one Sealink UK ferry all year. Of the

three other ships which ran the Sealink UK service two were to operate only during peak periods and the fourth was to be mothballed.

The company has now agreed that these plans might change depending on the outcome of negotiations.

The unions have also won a commitment from the company that it will not introduce "offshore" contracts on any of its routes.

The Corbiers, the vessel which would provide the Channel Islands service part of the service is registered in the Bahamas. The unions were worried that Sealink UK's collaboration with CIF would lead it to become the first ferry operator to run its ships under foreign flags and introduce "offshore" contracts.

Under offshore contracts seamen and officers are employed via an employment agency, rather than directly by the shipping company. They are responsible for their own pensions, sick pay arrangements, and often their national insurance contributions.

The company has also agreed to improve severance pay, provide the unions with a detailed account of its plans for all its services, and abide

by agreements to consult the unions over proposed redundancies.

Union negotiators accept that the company's decision to make 109 redundancies among seamen and officers at Harwich on the east coast, who operated the port's rail freight services to Holland, will have to be pursued with British Rail.

The company has refused to guarantee there will be no future job losses on the remaining passenger ferry at the port - the St Nicholas.

The central issue of the negotiations has become the 703 redundancies the company wants at Folkestone and the 35 at Holyhead.

BR said last month that it plans to re-route its Harwich services to Dover from January 31 next year to cut costs. A delegation of management and workers from Harwich hope to meet British Rail in an attempt to persuade it to reverse the decision.

The officers' union is happy to allow the issue to be settled by local negotiations which have been in train for some time.

Officers at Holyhead for instance have said they would agree to the redundancies as long as there would be guarantees of three years' work.

The National Union of Seamen wants a settlement in the national talks. But officers and ratings work to set rates, and any national agreement on changes to ratings creating levels would have to be ratified by local negotiations on officers' manning levels.

Irish human rights plan rejected

By Hugh Carnegie in Dublin

THE POSITION of Irish nationalists in Northern Ireland had worsened, not improved, since the signing last November of the Anglo-Irish Agreement, Mr Charles Haughey, leader of the Irish opposition party Fianna Fail, said yesterday. He also attacked what he called the "increasing arrogance" of British attitudes towards Ireland.

In a strongly worded speech, Mr Haughey said that his party rejected a proposal which emerged last week from the Anglo-Irish inter-governmental conference set up under the agreement to draft an all-Ireland declaration of human rights.

The Fianna Fail spoke of a "background of terror and oppression" in Northern Ireland, where he said the abuse of human rights was a daily occurrence.

"It is beyond comprehension that an Irish Government would countenance any such unwarranted intrusion into our affairs and such a misrepresentation of the situation in this part of the country," he said of the human rights proposal.

Some of the venom of Mr Haughey's remarks can be put down to the occasion. He was speaking at an annual commemoration at Bodensown, County Kildare, where Wolfe Tone, the 18th century campaigner for an independent, non-sectarian Ireland, is buried. Tone is regarded as the father of Irish republicanism.

Although he did not say he would scrap the second of the speech, it amounted to the strongest attack for some time on the Anglo-Irish agreement by Mr Haughey.

Mineworkers' union 'faces £2m deficit'

By Philip Basset and Charles

THE NATIONAL Union of Mineworkers faces its most serious financial crisis since its inception, with its deficit for 1986 likely to top £2m unless drastic action is taken to restore the NUM's finances, an internal union report reveals.

The report drawn up for a recent meeting of the NUM's national executive says: "The extent of the projected deficit is horrendous, and the National Union is rapidly heading towards a disastrous situation."

Unless action is taken to shore up the union's finances then "the union's ability to operate is threatened."

The paper shows that the union is running a £250,000 overdraft with the Co-operative Bank, and cannot continue to pay normal bills or meet outstanding commitments without increasing the overdraft.

The union is four months in arrears with its contribution to its staff superannuation fund. "Unless action is taken the superannuation scheme could be in very serious difficulties."

Only four of the union's 18 areas are running a surplus. In the first four months of this year 14 areas made a combined loss of £481,000, offset by four areas which made a positive contribution of £119,000.

The areas collect money from members to cover their own running expenses as well as contributing to the national union's funds.

The report says that the main short-term pressure on the union's funds was the 1984/85 miners' strike. Expenditure of £15.6m outstripped income of £11.4m between January

1984 and August 1985, wiping out the January 1984 surplus of 9m to the union's general fund.

However, union finances have also been hit by redundancies, and the establishment of the break-away Union of Democratic Mineworkers. The union's membership contributions show the membership has fallen from 182,000 in 1984 to around 118,000 in April 1986. The NUM affiliated to this year's Trades Union Congress with a claimed membership of 135,306.

The growing role of bonus payments in miners' earnings have also hit contributions to the union, as contributions are calculated on the basis wage of the lowest grade of surface worker, excluding bonus payments. The report says the increasing share of miners' earnings made up by bonus payments has led to a loss of contributions income of around 40 per cent.

This is the main factor undermining the union's finances, the report says. It outlines a number of options to "increase contributions substantially. Under the most radical proposals individual contributions would more than double to between £1.00 - £1.50p per week."

The report says the staffing costs of the union's area offices are much higher than in other unions. It says mergers to reduce the number of areas from 18 to 10 are essential to reduce costs.

A voluntary redundancy scheme should be introduced to substantially reduce the number of full-time staff from 208, the report says.

Blow to plan for inner-city task force

By Anthony Moreton, Regional Affairs Editor

THE GOVERNMENT'S plan to set up a National Task Force in conjunction with the private sector to undertake inner-city development alongside local councils has been severely damaged by the resignation of the proposed chairman, Sir Nigel Brookes.

Sir Nigel, chairman of the large property developing concern Trafalgar House, said: "I have turned down the project because the Government has refused to give the body the necessary powers. Without those it will not get anywhere."

Sir Nigel believes that, to succeed, a national body needs some finance from the government and powers of compulsory purchase. Mr Nicholas Ridley, Environment Secretary, was unwilling to concede either point.

As a result, Sir Colin Corness, chairman of Redland, who led the original consortium that put the idea up, has taken back the leadership. It is believed that the Task Force is now engaged in a desperate attempt to find even one town where it might operate.

Stockbroker defends USM performance

By Alice Rawsthorn

AN assumption that shares in the small companies quoted on the Unlisted Securities Market (USM) underperform those quoted on the Stock Exchange has been contested by James Capel, the stockbroker.

Since its creation in November 1980 the USM has, according to the USM Index compiled by Datastream, underperformed the FT All Share Index by 50 per cent. In that period the USM Index has risen by just 30 per cent, compared with a rise of 155 per cent for the FT All Share Index.

In a report on small companies James Capel argues that the USM Index has been artificially depressed by three factors:

● by the loss of the junior market's larger, more active stocks to the main market; 61 USM companies have graduated to a full listing since November 1980.

● by the large number of companies in the troubled oil and technology sectors on the USM: 21.3 per cent of the USM Index is composed of technology stocks and 5 per cent of oil stocks, compared with 4.6 and 1.1 per cent for the FT All Share.

● by the fall in positive price/earnings ratios for USM companies from 18 to 20 before mid-1985 to 11 to 15 in 1986.

James Capel has produced an alternative to the Datastream USM Index which allows for these depressive factors. The James Capel statistics indicate that, far from underperforming the FT All Share Index, the USM has outperformed it by 17 per cent, or three per cent a year, since November 1980.

"Our research shows that there is considerable potential for investment in small companies," said Mr Neil Blackley, joint head of small companies research at James Capel.

"The average p/e ratios of USM new issues has fallen significantly since the middle of 1985 and we believe that many of the companies quoted on the USM are undervalued."

Publication of this research, in a report entitled Portfolio, marks the beginning of a concerted effort by James Capel to establish itself as a force in the small companies sector.

Its move towards small companies coincides with a period of great uncertainty for the smaller companies quoted on the stock market and the USM.

TRADERS TRY OUT COMPUTER SYSTEM

Stamping on Big Bang's bugs

By Alan Cane

THE SUN shone unseasonably brightly in the City of London on Saturday, but the traders and technicians gathered there to test the Stock Exchange's all-important new computerised market information system, Seqq, saw little of it.

Many were there in their smart new trading rooms glued to computer screens from early morning until late evening. The past months started as soon as the computers were switched on and, in some firms, carried on through yesterday. It had been, they all agreed: "a learning experience". For some, a confirmation that their systems were in good order; for others, a qualified success indicating where work remained to be done.

It was the first time the equities market makers as a group had been able to test their ability to connect their computers to Seqq (Stock Exchange Automated Quotations), input and change their prices and record deals carried out.

Market makers unable to meet these requirements will be excluded from trading after "Big Bang" or deregulation, on October 27. The Stock Exchange has given its members until Thursday night to pass muster. Successful operation of Seqq, which connects the exchange and its members in a single information network, is critical to the success of the new markets after deregulation.

Mr George Hayter, director of in-

formation services for the Stock Exchange, said the trial had been "extremely encouraging". There had been no horror stories, although Seqq had gone unexpectedly off the air for four minutes early in the day due to an unexplained software fault.

The purpose of the rehearsal, he said, had been to unearth such unexpected faults. Member firms had reported almost 30 problems in the first few hours of trading but all had been satisfactorily resolved. "The members have been very cooperative and helpful" he said cheerfully "even if one or two of them have been doing slightly peculiar things."

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UK NEWS

Decline of sterling forces IBM to increase prices

BY TERRY DODSWORTH

THE DECLINE of the pound in recent months has forced IBM, the international computer group, to take the unusual step of raising prices on its large mainframe computers by up to 6 per cent in the UK market.

The move is apparently aimed at reducing a flood of orders from continental customers who have been buying their IBM mainframes in the UK to take advantage of the growing currency differentials in Europe.

Executives in the computer leasing business say the effective cost of buying some computer models in the UK has been as much as 20 per cent lower for customers in strong currency markets, such as West Germany.

"Given that the models can cost between £1m and £5m, the fall in the pound in the last three months has made it a very attractive proposition for large companies to buy their computers in the UK," said ECS, the French-based computer leasing group.

IBM has declined to comment on the cross-border ordering pattern that has emerged on its products in Europe, or its reasons for wanting to bill revenues in continental currencies rather than sterling.

But it says that "the price in-

creases in the UK have been linked to decreases in some European countries to "reflect currency movements over the past few months."

All the price adjustments are on the 3090 range known colloquially as Sierras, and the most powerful machines in the IBM product line. In the UK, the smaller 150 and 180 models will rise in price by 6 per cent while the larger model 300 and 400 will increase by 3 per cent.

Price cuts of between 7 per cent and 9 per cent have been announced in Switzerland, and there will also be reductions in Austria, Germany, the Netherlands and Belgium. Prices in France are remaining unchanged.

The increases in the UK have caused some surprise in the industry, despite a previous currency-related rise in February 1985, because the general tendency is for prices on existing models to decline.

Indeed, earlier this year, IBM cut prices on the Sierra range in Britain, apparently to stimulate demand.

Industry executives say, however, that the cross-border trade in the Sierra range has become exceptionally brisk in the past few months, particularly between the UK and West Germany.

Call for more women in top roles

By Hazel Duffy

MORE WOMEN in boardrooms and public positions of responsibility will be the theme of a conference to be held later this month, organised by the Institute of Directors (IOD).

The conference, which will be attended by more than 100 women executives, aims to advise them on how to put themselves forward for the boardroom and public sector bodies. These areas were identified at an earlier IOD debate as those where women are most under-represented. Although women would seem increasingly to be holding senior positions, official statistics showed a drop in the number holding managerial positions between 1975 and 1985 from 9.7 per cent to 6.2 per cent.

Only eight women hold directorships in the top 100 companies in Britain, three of them non-executive. Although 20 per cent of public appointments are held by women, few are at a senior level.

The conference, on October 24, will be addressed by senior women from the financial and manufacturing sectors, as well as Mr David Trippier, minister for small businesses, and Mr Bryan Nicholson, chairman of the Manpower Services Commission.

Power station deal may hold clue to privatisation policy

BY MAURICE SAMUELSON

AN IMPORTANT signal of the Government's plans to privatise the UK's electricity industry is expected to emerge shortly over its attitude to a £500m power station project in Northern Ireland.

Two private consortia are competing with each other, and against the state-owned Northern Ireland Electricity Service (NIES), for the right to operate as well as build a 450 MW station fuelled by local lignite, or low calorific coal.

Lignite's cheapness means the plant could, theoretically, supply Ulster's cheapest electricity, 90 per cent of which is still oil generated.

The Conservative Party strongly re-affirmed its privatisation ambitions at its conference last week. And this has led to a growing belief in Belfast that the scheme will be used as a launching pad for privatising the electricity supply industry in the UK as a whole if it wins the next election.

For the NIES and the power station unions, the choice of who will operate the plant will be more significant than who is to build it. If it is to be run privately, it would mark the first major breach in the public monopoly of the UK electricity supply industry.

Speculation about electricity privatisation has persisted since last

year when Lord Marshall, chairman of the Central Electricity Generating Board, (CEGB) said that after the sale of the gas industry it would be "the logic of the Government's position" to denationalise electricity as well.

In a statement in last week's Electrical Review, a Belfast government official said that the contract "would go to whoever will provide a package which will deliver the cheapest power to the consumer, and has the technical capacity to undertake the construction and operation of the station."

If private interests landed the construction contract, the Government would depict this as part of its policy of cutting public spending, a point it frequently stresses over financing of the Channel Tunnel and other large investments.

The NIES has submitted proposals to build and operate the station. With the private tenders due to be presented by November 18, the Government could reach a decision early next year.

The two private consortia are Loughside Power, led by Costain and Foster Wheeler, and Antrim Power, led by the US Bechtel Corporation, and with GEC Turbine Generators as a minor partner.

Bus rules boost for Freight Rover

By John Griffiths

FREIGHT ROVER has received 1,000 orders for a small bus chassis developed this year in anticipation of UK bus service deregulation. Deregulation will allow operators to compete for bus service licences.

Based on the Sherpa van, the chassis-cowl unit, comprising chassis, drive-train and a front cowl to protect the driver during delivery, has been in production at Freight Rover's Washwood Heath, Birmingham, plant.

Deliveries have been made to specialist body builders, who have been constructing 18-18 seat bus bodies on the chassis for sale to, or for, existing and would-be bus operators.

Freight Rover said orders had been placed throughout the country. It is understood that most are for use by the National Bus company.

Among other deliveries, some are understood to have been to Optare, formerly part of Leyland Bus; Dormobile, Roctes of Maidstone and Carlyle of Birmingham.

All the chassis ordered from Freight Rover so far are expected to be in use by the end of the year. Most of the completed buses will start coming into use on October 26

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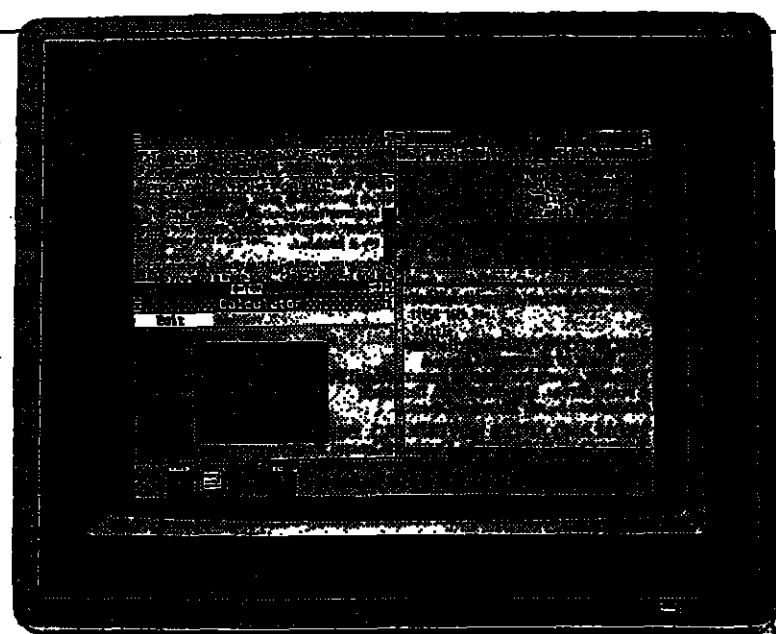
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Monday October 13 1986

No way to open markets

WHEN CGE of France and ITT of the US agreed in July to combine their telecommunications equipment businesses under the effective control of the French group, there seemed grounds for hope that a more rational structure might at last be emerging to replace the rigid fragmentation which has long bedevilled the European industry.

Today, such optimism looks much less well founded. Indeed, the recent direction of events suggests that the plan could well conspire to perpetuate, rather than eliminate, some of the industry's most serious structural weaknesses and block progress towards a more open and competitive European market.

The proposed joint venture would have operations in a dozen countries and account for about one third of equipment sales in Europe. CGE has sought to present it as a Pan-European initiative, principally by offering minority shareholdings in it to other telecommunications manufacturers. But its argument carries little conviction. In return for putting up large sums of money to help finance the deal, CGE's prospective partners fear they will gain little more than the right to watch the French state-owned group running the biggest show in town. Not surprisingly, there have been few takers.

Unbalanced deal

More seriously, little in the plan seems likely to speed the removal of the impenetrable barriers dividing national markets which are a major cause of the European industry's current problems. CGE's intention is not to sweep away these obstacles but to circumvent them by securing direct access to ITT's existing customers, particularly for digital telephone exchanges. Once firmly entrenched behind the ramparts, it could have little commercial interest in seeing the barriers lowered and dismantled which would challenge ITT on its protected markets. All the less so since the Herculean task of integrating ITT's System 12 exchanges into its own production facilities to stretch CGE's resources to the limit and render it acutely vulnerable to increased competition.

The unbalanced nature of the deal has aroused concern elsewhere, notably in West Germany where SEL, ITT's largest manufacturing subsidiary, has won valuable public orders for System 12. The Bonn Govern-

ment is insisting that France offer reciprocal concessions to the German telecommunications industry. But the most obvious and positive option—a straight-forward opening of the French market—is not on the cards. Instead, discussions are turning on whether Siemens, the biggest West German electronics group, should be allowed to acquire CGCT, the state-owned French equipment manufacturer.

Excess capacity

The French Government is seeking a bolder ready to take over CGCT, a heavy loss maker which owed its survival largely to state support. Its main attraction to foreign suitors—of which there are several—is its 16 per cent share of the French public switching market. This has been achieved not by CGCT's own commercial enterprise but because the company is guaranteed orders by the state.

France's attempts to preserve an uncompetitive producer in an industry already glutted with excess capacity are questionable enough but the prospect of a political deal, whereby France would buy off German objections to the planned CGE-ITT merger by allowing Siemens to take over CGCT, is even more disturbing. Such a trade off would amount to a cosy market sharing arrangement, deliberately contrived by governments for the benefit of their national industries. It would risk creating a mutually reinforcing access between the two largest telecommunications markets in Europe, to the virtual exclusion of suppliers from other countries.

That is no way to build a common market or a competitive European industry. It is a throwback to the flawed policies which are responsible for so many of the industry's problems today. Consistently, European governments have put the short-term interest of suppliers above the longer-term objective of a free and open market. The result has all too often been myopic, companies barely able to walk without government support.

Inevitably, opening European telecommunications markets would produce losers as well as winners. That is no reason to shrink from the task. It is a vital characteristic of healthy free market economies that inefficient producers are regularly weeded out. Europe will never create vigorous industries if it continues to labour under the illusion that they can be competitive without having to compete.

House prices and reality

THE BELIEF that house prices in Britain can only go upwards has exceptionally strong psychological roots. Understandably so, in a small, over-populated island, densely hedged about with planning and rent controls, where people have seen the annual rate of increase in retail prices rise 20 per cent under both Labour and Tory governments during the past dozen years.

Hence the stir caused by Mr Robin Leigh-Pemberton, the Governor of the Bank of England, when he warned last month that no economic law dictated an ever-rising trend in house prices. Subsequent events have, however, made him wincing look all the more timely.

Last week's sterling crisis serves to underline the unusual macro-economic background to the recent build-up in the personal sector's indebtedness, which is one of the main engines of the house price boom. Such indebtedness has increased from about 40 per cent to 70 per cent of disposable income since 1979; over the same period the proportion of disposable income devoted to debt service has nearly doubled.

The starting point is significant because 1979 saw the removal of exchange controls and the beginning of the big build-up in North Sea oil revenues. In the ensuing period the balance of payments failed to impose its traditional constraint on demand in the British economy and thus on consumer borrowing.

At the same time deregulation in the housing finance market, together with the increased importance of variable rate lending, meant that monetary policy ceased to operate on the economy primarily through the housing sector. Instead, manufacturing bore the brunt of the impact via the exchange rate. The manufacturing sector also saw its fiscal advantages reduced, relative to the housing sector, as a result of the phased removal of capital allowances while relief on mortgage interest remained intact.

There is now good reason to question whether this configuration of circumstances will be maintained for much longer. Not only is the balance of pay-

ments constraint threatening to reassert itself with a vengeance, but the Tory party conference has thrown up some interesting straw in the wind in relation to the underlying housing market.

The first concerned tax relief on mortgage interest, whose abolition Mrs Thatcher regards as an exceptionally potent vote-killer. Others regard it as one of the most potent contributors to house-price inflation. It was, therefore, noteworthy that Mr Michael Heseltine, albeit from a position outside the cabinet, was prepared to make a courageous call at the conference for phased removal of the relief.

Climatic change

Also noteworthy was the readiness of a Conservative housing minister to talk of grasping hitherto intractable nettles in the rented sector. Mr John Patten's rhetoric, which referred to the restoration of "the right to rent," was perhaps more radical than his actual proposals. Deregulation is to come in steps, with the increasingly free market applying only to new lettings by landlords, who would be required to register with the Department of the Environment.

It would be unwise to translate these pointers into specific forecasts at this stage. While Mr Patten promises to bring more property into occupation through his liberalising measures in the rented sector, he also wants to see in more home-owners over the next five years. In the mortgage market, deregulation continues to have an impact. National Girobank is to join the throng; Barclays, whose chairman recently warned of the risks of imprudent consumer lending, has just decided to advance mortgages on second homes; foreign institutions are increasingly active; and the building societies will be allowed to make unsecured loans from next year.

But it is not unrealistic to detect a change in climate. And in a market where variable rates of interest transfer the inherent risk from financial intermediaries to borrowers, the upward trend in arrears and defaults merits attention. Excess, as the Governor hints, could ultimately cause prices to react.

DENG'S CHINA

Long, long march to change

By Colina MacDougall

NEARLY 200 years ago, when the austere Lord Macartney led the first official British trade delegation to Peking, it took many months for news of the failure of his mission to reach England. Today, at the start of a much more auspicious visit, that of the Queen, it is possible to pick up the telephone in London, dial direct to Peking and within seconds speak to people in the Chinese capital.

After centuries of seclusion, China's relations with the outside world are now relatively close. Peking is friendly to the West, and its 25-year hostility to the Soviet bloc is easing. The future of Hong Kong is settled to its satisfaction, and the Taiwan problem, though an irritant, has been temporarily shelved.

With modern telecommunications, international flights, a large resident foreign community and millions of visitors, China may soon join the global village.

As the Queen tours China this week, the first reigning British monarch to do so, she will see important signs of change. In the last ten years huge areas of Peking have been rebuilt. Other cities have had a partial facelift, with hotels and apartment blocks rising like obelisks out of a sea of one- and two-story buildings.

Foreign businessmen, tourists and student backpackers criss-cross the country by air, rail and motorbike. Limousines and markets clutter the streets, some urban families own colour TVs, cassette players and fridges, and the press, film and theatre are more inventive and sometimes more critical than ever.

While China is still well behind the rest of East Asia, it may at last be entering the 20th century. Unlike Japan, it has hitherto proved unresponsive to new ideas and fixed in its own culture. The last years of the Qing Dynasty (1644-1911), were dominated by the reactionary Empress Dowager, who resisted modernisation in the crucial years of the late 19th century. Given China's size, poverty and isolation, it was never going to be easy to bring in new ideas. Repeated doses of revolution, banditry, invasion and civil war this century have not made progress any easier.

Even without these upheavals, the bureaucracy and nepotism which spring from centuries of rule by officials and respect for family ties would have conspired against new ways of thought and new technology.

The crucial questions now are, how far have octogenarian leader Deng Xiaoping's reforms gone, will they endure the next generation of leaders, and do they have any kind of cultural base in China to help them last? Since 1978, Deng has set about introducing far-reaching reforms in farming, the urban economy and in politics. The simplest, in agriculture, which returned the land to the

peasants, is working quite well. In the urban economy, where reform meant introducing managerial responsibility and free market, instead of party control, it is in trouble. The most important reform, in politics, subjecting the party and government bureaucracy to public scrutiny, seems unlikely to get off the ground.

Many Chinese recognise that no lasting change is possible unless officials are made to answer for their actions on a routine basis. Last summer the topic of political reform surfaced in a press discussion of a "checks and balances" system generated by the huge public scandals of corruption and nepotism last year. One writer cited the Watergate affair as an example of how even the most powerful could be challenged.

But the chances of the party allowing this seem slim. A senior Chinese official has said there were only "scholarly views" and Deng has noted that it was too late to include political reform on the recent Central Committee's agenda. The discussion has now shifted to the less controversial topic of restricting the party to a policy-making role and allowing the Government to run the day-to-day administration.

In the country which invented bureaucracy, attempts at modernising government have so far proved unsuccessful. In imperial times the power and prestige of an official was high, and this factor has encouraged corruption and nepotism. Last month, the Chinese magazine *Liaowang* railed against "administrative interference disease" which it said had reached "epidemic proportions."

Deng tried several years ago to streamline the bureaucracy and retired many of the elderly, but to keep pace with the mushrooming trade and legal systems needed for even the present level of development, thousands of new organisations have sprung up. Since the party membership has recently grown from 40m a few years ago to 44m now, its role seems unlikely to shrink.

In urban economic reform, the devolution of power to factory bosses that was supposed to happen two years ago was reversed when the economy soared out of control last year, and in major factories there now seems little change from paternalistic days.

The price system, which Peking began to reform last year, was frozen after inflation struck. Industrial prices, many of which are heavily subsidised, have hardly been altered. Food prices, allowed to float in 1985 to persuade the peasants to produce more, are now controlled. "Yet, this is a free market," says a Western official recently, pointing to a row of stalls. "But the prices are not allowed to rise above the fixed level."

Certainly, one essential tool of the reform has failed to materialise. The bankruptcy law, under discussion a few weeks ago, has been deferred for further consideration. One factory was allowed to go bankrupt in a blaze of publicity, but it is likely to be the last for some time. On top of that, the new labour regulations, which involve changing China's traditional system of permanent jobs to one of contract labour, are proving unpopular because of the unemployment they will cause.

On China's farms the reforms have gone much deeper. Though the peasants are not convinced the new system has come to stay, a return to the old one would be enormously unpopular and risk violent dissent. The dismantling of the communes, the freedom to select which crops are grown, to join one of the new rural factories or to run a private business, have begun to solve the employment issue for the 800m peasants with too little land and boosted crucial food production to an acceptable level.

In the field of foreign trade and investment, the investment in world would also be difficult for anyone to undo Deng's reforms. China now belongs to both the World Bank and the IMF, and the Bank of China is deeply involved in the investment in trade and investment there are thousands of agreements and contracts, some of them with years to run.

There is also infinitely more awareness in China than 10 years ago (though still only within an elite) of the value of modern technology which it needs but cannot make itself. As soon as something goes wrong on the road to modernisation, it is Deng. When he came to power, the country was recovering from 20 years of upheaval in the Great Leap Forward and the Cultural Revolution. Since 1976 the country has enjoyed a decade of peace and economic growth probably unrivalled this century.

Deng has evolved a degree of compromise among the leadership which has allowed experiments with economic reforms even when problems such as last year's inflation and corruption have made him vulnerable. This consensus and continuity provide a basis for some change.

But there are signs that the conservative Marxist opposition, which professes a conventional centrally planned Communist state with slower economic progress, is not yet dead. At the senior level, some leaders are unhappy with the reforms, and in some localities their legal rights and interests are not guaranteed. The People's Daily revealed recently. The newspaper noted a consequent fall last year of nearly half a million people engaged in private business.

Foreigners, and sometimes Chinese themselves, point to Hong Kong and the Overseas



Peking: the new consumerism

they have always believed that only powerful material incentives could galvanise the torpid economy and, on its own, the new note of idealism would be unlikely to do so.

Conservatives on the lower rungs of the bureaucracy prefer the traditional local boss role partially lost under the reforms, would like to go back to it at the first opportunity. As soon as something goes wrong in the countryside, said the *China Daily* last month, rural officials "revert to the former production and distribution systems"—a polite way of saying they order the peasants about and seize their crops.

Equally, domestic trade officials take every chance to suppress the new small businesses. "Influenced by old ideas, many people have prejudices against those engaged in commerce, and in some localities their legal rights and interests are not guaranteed," the *People's Daily* revealed recently. The newspaper noted a consequent fall last year of nearly half a million people engaged in private business.

Because of these pressures, without Deng the future looks uncertain. His heirs, among them Hu Yaobang, party general secretary and Zhao Ziyang, the Premier, are experienced men with some understanding of the outside world and modern economics. They would probably run China the way he has done, broadening the economic reforms but making periodic concessions to conservative leaders to maintain a consensus. But this implies a leader with Deng's charisma to hold together the change and the other half would not.

The Designer Show is only one of the 85 annual exhibitions for which he is now responsible. Fashion, he says, is an important element in the total exhibition list. "I shall get round to seeing them all in turn, though the fashion shows particularly interest me. Fashion is always with us—like some of the other show themes which come and go."

In particular he sees the fashion shows as an important weapon in the fight to raise the image of both Earls Court and Olympia. The Olympia exhibition hall, opened 100 years ago, has often been criticised as old-fashioned. Phelps points to the £20m spent recently on Olympia and Earls Court and claims they are as good as any of the heavily subsidised centres on the continent.

Unqualified

Those first awkward moments of an audience with the Chinese leader Deng Xiaoping are a true test of wit as the Queen has presumably discovered.

The former US President, Richard Nixon, an "old friend" of China, suggested to Deng during a meeting late last year that Deng was fortunate to have impaired hearing so that, "you can only hear what you want to hear."

Deng has just met the US Secretary of Defence Caspar Weinberger, and the US ambassador to Peking, Winston Lord.

The Chinese leader, who is a chain smoker, offered Weinberger and Lord the Panda brand cigarettes of which he is so fond.

Both guests refused the offer, and Deng suggested that "you are both good persons."

Lord said that having been a minister of health he does not smoke. Weinberger said that even though he hasn't been a health minister, he doesn't smoke.

Cigarette in hand, Deng observed: "It is a pity that I have never been a minister of health."

Observer

Reagan sees the papers

An outbreak of foot in the mouth spread quickly through the Russian and American delegations in Reykjavik as press spokesmen and interpreters tried to satisfy the needs of the biggest press corps Iceland has ever seen.

The Soviet translator at the Kremlin's first press conference was an early casualty. He has not been seen since. His successor has survived so far. But he too could well find himself shipped off to Moscow's school for failed translators.

"The rest of your question was based on a misunderstanding," was his rendering of a particularly blunt Russian response to an American question on Star Wars technology fielded by top Soviet official Georgy Arbatov.

Arbatov wasted no time putting the record straight. He followed the interpreter: "Your question is based on technical nonsense and slander," he snapped in quite undiplomatic language.

Next came the sad case of the top American official attempting to grapple with the daunting task of telling the White House press corps what Reagan and Gorbachev might be talking about, without actually telling them anything.

He was reminded that at the Geneva summit reporters were told what the agenda was. "Is there an agenda for this meeting?" he was asked.

"I think the people who ask that question probably don't have very much experience with the way these meetings go in practice," the official replied bravely. He went on to explain that in Geneva the two leaders "began talking about things... and they actually got very mixed up in the various sessions."

A gale of laughter greeted this particular contribution to greater understanding. The frustrated official was left explaining, as best he could, that what he had intended to say was...

Men and Matters

dent's schedule he said: "He was up at 8 o'clock with his daily intelligence briefings, looked at the local papers, and..."

"This more White House disinformation?" asked a pair of alert and incredulous journalists. "Larry, there are no so-called papers in English here."

"What did I say?" retorted a triumphant Speaker. The penny dropped. The reporter admitted: "You said he looked at them. You didn't say he read them."

"See," said Speaker, enjoying the moment. "When you have been in this business a long time you learn there are words and there are other words."

Midland's cover

Should we detect the hand of Sir Kit McMahon in the appointment of Ian Hay as director of the Midland Bank?

Sir Kit, who has just taken over as chief executive of the clearing bank, knows the former chief executive of the Lloyd's insurance market well. As deputy governor of the Bank of England, McMahon was closely involved in the choice of Davidson in 1983 to bring some order back to the scandal-ridden institution.

Since then Davidson has cemented the relationship by persuading Sir Kit to become a member of the board of trustees of Covent Garden, which raises money for the Royal Opera House.

Davidson resigned from Lloyd's earlier this year and returned to his old accountancy firm of Arthur Andersen—but as a partner rather than a partner. That was because he wanted to be free to accept directorships. His others are the new newspaper, the Independent, and Morgan Grenfell Asset Management.

Not that Midland's earlier problems with Crocker Bank are likely to require Davidson in his troubleshooting role. He observe that matters are much



"Kenneth Baker's reforms have started—we can only smile behind the hills ahead from now on."

on the mend at Midland. It will be interesting to see developments there, he commented cautiously after attending his first Midland board meeting.

Man of fashion

Howard Phelps gave up his usual weekend in the country to watch the catwalk presentations of the British Designer Show at Olympia, the top fashion event of the year in Britain.

Phelps is just two weeks into a new job as a director of P & O, after spending 14 years with British Airways where latterly he was director of operations.

P & O may be best known for its ships but it also has an important stake in exhibition halls. It owns London's Earls Court and Olympia.

He is not a complete stranger to the world of fashion. At BA he was twice responsible for introducing a new range of uniforms working with the designer Calvin Klein. "I learned one thing from that time," says Phelps. "Whatever

we did, half the staff would like the change and the other half would not."

The Designer Show is only one of the 85 annual exhibitions for which he is now responsible. Fashion, he says, is an important element in the total exhibition list. "I shall get round to seeing them all in turn, though the fashion shows particularly interest me. Fashion is always with us—like some of the other show themes which come and go."

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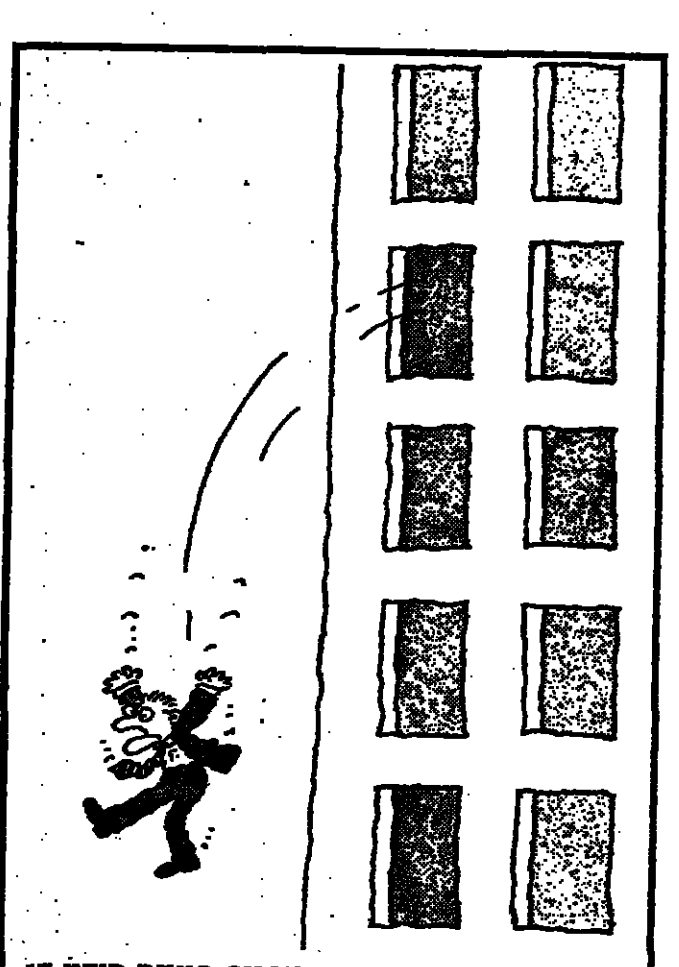
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THE FRENCH steel industry has been a graveyard for managerial reputations. Five chairmen have preceded over the two state-owned groups in as many years. Each has received a cold farewell from the government of the day.

Mr Francis Mer, who has just taken over as head of both Usinor and Sacilor, is the first man to be given responsibility for the two groups together. With the whole of the state steel sector under his control, at a time when restructuring is probably over, he stands more chance of making a success of the job than his predecessors.

Like its counterpart in Britain, the French steel industry has suffered over the past decade from bad investment decisions, political interference and the lack of a consistent strategy in adapting capacity to demand.

Just as the Labour government of 1974-79 slowed the process of rationalisation in Britain, so the arrival of the Socialists in France in 1981 served to delay closures that were needed—at least until 1984 when a more rigorous policy began to be implemented. In terms of output per man, the French industry over the last decade has been the least efficient in Europe, behind West Germany and Britain.

The government of Mr Jacques Chirac has given Mr Mer two main tasks. The first, in the words of an official of the Ministry of Industry, is "to restore the competitiveness and profitability of the steel industry as rapidly as possible with a view to its eventual privatisation."

The emphasis on privatisation—still only a distant glimmer on the horizon—is to show that Mr Mer's brief goes beyond restoring the steel industry to the Government's finances. He must work towards establishing a steel industry that can hold its own in a Europe that is phasing out subsidies and quotas.

When they came to power in 1981, the Socialists launched the general trend in Europe towards restricting output. Whereas the EEC imposed a crisis regime of quotas and capacity cutbacks in 1980, France drew up plans to reduce production. Decisions taken the following year to reduce the working week from 40 to 39 hours and introduce a fifth shift to raise manning levels also pushed up costs and productivity.

Mr Mer's other task is to prevent the industry from being plagued by the past, and which could damage the Government in the run-up to the 1988 Presidential election.

The redundancies and

FRENCH STEEL INDUSTRY

Uphill battle to hold its own in Europe

By David Housego in Paris

closures of the last few years have demoralised the labour force, another factor which weighs on productivity and costs. But, as recent demonstrations against closures in the French shipyards have shown, the Communist-led CGT, the largest steel industry union, is still seeking a major confrontation with government.

Mr Mer has taken over at a time when both steel companies are still in the red. Cumulative losses by the two groups over the five years up to 1985 have totalled FF 38bn (\$4.05bn). The deficit is now falling with combined losses this year expected to be under FF 4bn, against last year's FF 8.9bn.

But the industry is not expected to show a profit before 1989. This fragile financial situation in part reflects the fact that restructuring in France began long after it had started in the rest of Europe.

The expansion plan was never implemented—it fell foul of the large public expenditure cuts of 1983. But having geared the industry up for an increase in output, it proved difficult to engineer a change in direction.

Cutbacks in capacity thus have been concentrated in the past three years—in the wake of the adoption of a revised steel plan in March 1984. By the end of last year France had cut 5.4m tonnes of hot-rolled capacity from the 1980 level of 24.5m tonnes or marginally more than that required under controlled restructuring of the European steel industry.

In addition, France agreed to a further 745,000 tonnes reduction last year in return for EEC approval for a plan to provide an extra FF 50bn of assistance to the industry spread over the 1985-87 period.

Production now is expected to fall to 18m tonnes by 1990 from this year's anticipated level of 17.5m tonnes. But even at this level further cutbacks are likely to be necessary.

None the less, the European Commission no longer thinks that overcapacity is the French steel industry's most serious problem.

Parallel with these reductions in capacity, the workforce has been cut from 90,000 at the end of 1984 to 75,000 at the end of last year. Under plans approved by the European Commission, a further 10,000 jobs will go in 1987 and 10,000 more next year. The goal is to reduce the numbers employed in steel making to 50,000 by 1988.

Mr Mer will face the challenge of seeing that the remaining reductions take place smoothly.

Despite these sharp cuts in capacity and the labour force, French steelmaking suffers from other handicaps that weigh on costs. The most important is the low quality of mineral-ore in Lorraine—France's eastern steel-making region. Steel produced in Lorraine from local mineral-ore rather than scrap metal—accounted last year for 29 per cent of French output, or 5.5m tonnes. Of this, 2.5m was produced by Solinor, Sacilor's flat products division, largely for French and German car manufacturers. Long products (bars, beams, rails and wire rod), for

which prices and demand are weaker, accounted for the rest of the 5.5m.

Under current cost-cutting plans, the Longwy steel plant, which relies on low quality Lorraine ore, is to be closed. A new, more efficient, electric-fused mini-mill, fed by scrap metal instead of ore, has just come on stream at Neuves Maisons, and another is due to be built at Longwy.

But the most ambitious scheme to cut losses in Lorraine was that initiated by Mr Claude Dollé, the former chairman of Sacilor. This involved an eventual merger and joint rationalisation of Sacilor's long products division with Arbed-Saarstahl, the loss-making West German producer—thus setting a precedent for restructuring in Europe rather than a national level.

But both Dollé and the French government appear to be backing away from the plan. Paris fears it will end up financing Arbed-Saarstahl's losses, and that the scheme will involve heavier cuts in capacity and employment in Lorraine. But the price of not going ahead is that Sacilor will need to widen its product range by building a new wire rod rolling mill at Gangeurange at a cost of about FF 400m. This will both add to European capacity and directly compete with Arbed-Saarstahl's plant in the neighbouring German province of the Saar.

The industry's second major handicap has been the obsessive rivalry between the two state-owned steel groups. This reflects

a deep antagonism between the steel-making regions of Lorraine (where Sacilor has its base) and the North, the home of Usinor.

The government's decision not to merge the two groups—because of the employment cuts that rationalisation would have entailed, and because of pressure from the car manufacturing industry to maintain competition among its suppliers—has had a number of negative results. Investments and research facilities have been duplicated, as has spending on overheads. Mr Jean Gandois, called in by the Chirac government to advise on the steel sector (he has since become chairman of Pechiney, the French aluminium group) believes that the two groups have so concentrated on out-matching each other that they have lost sight of the possibilities for competition elsewhere in Europe and the world.

The Socialists moved to limit the damage of this rivalry by merging the long products and engineering steel divisions of the two groups into two new companies, Unimetal and Ascometal. Control of both has been transferred since to Sacilor.

Mr Mer's dual appointment is a further step in the same direction. The aim is to co-ordinate strategy, investment and marketing, to achieve savings on overheads and reduce duplication of facilities. It could lead to the setting up of a single holding company and eventually a merger. But for the moment Mr Mer is thought likely to maintain the separate

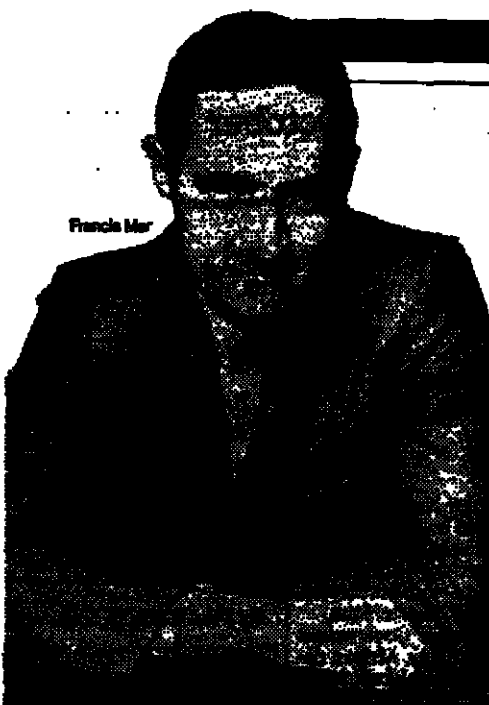
identity of the two producers to appease regional feelings.

The third major problem of the industry is one of management. Changes in policy and leadership, as well as closures and job cuts, have left management as well as the workforce demoralised. Though the integrated coastal mill at Dunkerque—France's largest with a capacity of 4.5-m tonnes—has benefited from heavy investment in recent years, poor management has meant that yields of both energy and steel remain relatively low.

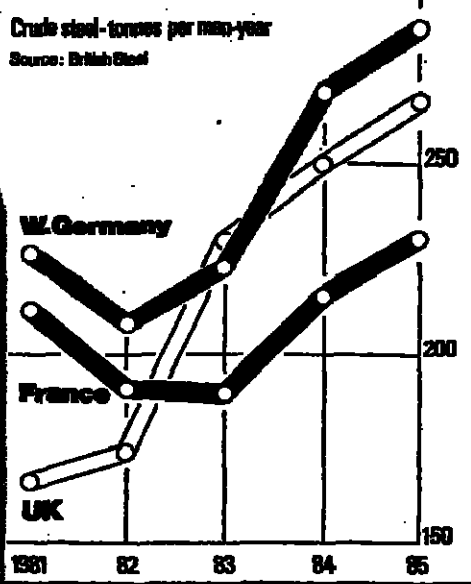
There are points of strength, whatever the weaknesses. Solinor, the other coastal integrated plant at Fos, near Marseilles with a capacity of 2.2-m tonnes is one of the most modern and efficient in Europe. Dunkerque, once its management has been improved, could also rank with the leaders.

Mr Mer's experience of turning around Pont à Mousson, the pipes division of the glass and engineering group Saint Gobain, should help him in tackling the task ahead. The Ministry of Industry insists that he will be given a free hand in the steel sector—though that remains to be tested. The Government may also be inclined to bend EEC rules restricting state aids to steel by providing some assistance in financing investments.

Mr Mer has given himself several weeks to make his own diagnosis of the industry's problems. But his friends already say he wears a confident look.



PRODUCTIVITY



Lombard

The way to sell Radios 1 and 2

By Samuel Brittan

THE BEST known recommendation of the Peacock Committee, and the one which first leaked, was its majority support for the sale of BBC's Radio One and Radio Two—the "pop" and "light" stations respectively. These would be financed by advertising. The whole committee agreed that the BBC should at least have the option of privatising these stations and using "local radio in whole or in part."

So far, I have been reluctant to discuss this recommendation lest it divert attention from the committee's main conclusion that "British broadcasting should move to a sophisticated market system, based on consumer sovereignty." This goal will be served most by longer term developments in cable, satellite and Pay-TV, which so far seem to have their main application to television.

Moreover even if we stick to the committee's short-term recommendations for radio, the most far reaching one is not the privatisation of the two BBC stations but the suggestion that "any further radio frequencies becoming available should be sold to the highest bidder." This recommendation would at least discourage the kind of agit-prop applicants which some Ministers feared would dominate Community Radio. The associated suggestion, that IBA regulation of radio be replaced by a "looser regime such as the one operated by the Cable Authority" was endorsed unanimously.

But having said all this the privatisation of the two popular radio stations is at least a step in the right direction. It emphasises that market provision is the norm and that the onus of proof is on those who advocate state provision by means of the licence fee. The valid arguments for such a change relate to public service in the strict Arts Council sense and to the inability of advertising-financed channels to satisfy minority or intensely felt preferences. Partly because more channels can receive far more channels than the television watcher, these arguments apply far less to radio—so long that is as Radio Three and Four exist in their present form to provide the additional "range and quality."

What exactly would the BBC sell? At a minimum the property rights to the frequencies used by Radios One and Two. These are at present held by the Crown but made available to the BBC implicitly in the Peacock recommendations is the handing over of these rights (whether in perpetuity or by a long lease) to the BBC for resale.

Part of the package would also be existing contracts with broadcasters—as in any normal commercial sale. The studio space could also be included.

The BBC would have to lease its transmission facilities at a reasonable price (its one related to the marginal cost) to the successful bidder.

Taking the average station value per household in the US of \$10 and adjusting to British conditions, Charles Jonscher of CSP International has arrived at an estimate of £130m to £140m for the two stations together, valued as "going concerns." This estimate excludes studio space but does assume a considerable lightening of the regulatory regime and an increase in competition.

This may not be very much compared with BBC licence fee revenue of around £900m per annum. But it will still be a useful sweetener, especially if BBC expenditure is to be constrained by an index-linked licence fee.

Sale of these radio stations would demonstrate the final rejection of the paternalist idea that the BBC has to do everything, and be in everything, to carry out its obligations.

Finally, what of the threat that the BBC would retaliate by switching more popular material to Radios Three and Four, thus diluting "quality"? The threat should be dismissed with contempt. The only reason for supporting the BBC's present licence finance status for a few years longer is the understanding that the BBC will supply what commercial provision cannot. If the BBC goes back on its primary responsibility, the whole basis for the licence fee would disappear as would the arguments for not enforcing advertising on the corporation. I do not believe the BBC would be so foolish as to carry out a suicidal threat.

Mexico's debt

From Mr R. Monro-Davies

Sir,—In your Leader on Mexico, "Mexico's debt" (October 9) you give a masterly exposition of the problems involved, but are rather weaker on proposed solutions. As the headlines come on the news, it is becoming increasingly hard to continue to bludgeon the world's banks into making loans to countries with poor credit standing. The anomalies are well known, but are worth repeating. If Mexico, which is a poor credit risk, is lent long-term money at seven-eighths, what rate is going to be charged to other countries? In normal banking, the lower the margin, the better the credit. Also, what is the incentive for any country to try to service its debt if it sees that no sanctions are imposed on those countries which fail to do so?

When the crisis started, four years ago in August 1982, the world's banking system was not in a position to deal with large losses on their least developed countries' (LDC) debt, and the fixes which have occurred since then have generally been beneficial. Over this period, prudent bankers have built up provisions, and have not put themselves to blame if their current reserve levels are inadequate. While the world's banking system may be in a better position than it was, the same cannot be said of the politicians who, having encouraged banks to lend to LDCs and then criticised them for doing so, now berate them for not lending more. Where is this paradox more clear than in the US, where Congress and the general public seem more interested in punishing the banks than in providing a long-term solution. We have argued for some time that, until politicians are prepared to commit public money, there is going to be no satisfactory solution to the LDC crisis. It is bad banking to force private banks to make loans they do not want to make, and the present participation of the World Bank in the announced Mexican package is totally inadequate.

Both Secretary Baker and Mr Volcker are said to have made the completion of the current rescheduling package a matter of personal prestige and forced reluctant US banks to agree to it.

The solution, however, to the LDC problem is more important than the prestige of either of these two gentlemen, and it will come about only when public money, i.e. direct government lending, or lending via international institutions, is increased.

If the American administration is scared of being seen to help its own banks, then one way of secretly helping them

Letters to the Editor

would be to allow more generous tax relief on country lending. This applies equally well to the UK.

Banks are not fitted to be the financial policemen of the world and they should not be cast in this role. By all means let them take their losses, but forcing them to make imprudent loans cannot be sensible in the long term, and politicians, especially in the US, should take note of this.

Robin Monro-Davies
(Managing director,
IDCA Banking Analysis,
2, Eldon St, EC2).

Shipping at red tides

From Mr W. Cook, MP
Sir,—William Dawkins' open letter to Lord Young (October 1) rightly points out that red tide is a very real problem. The main point of the letter, however, suggested that the progress that has been made in the battle against red tide has been less than successful. Of course, there will be differences of view as to what should or should not be reformed, but one thing is certain and that is that the Government's policy, as shown by its recent White Paper, is based upon a determination to overcome a problem which has accumulated for something of the order of 75 years. This could not be dealt with immediately but great advances have been made.

The establishment of the enterprise and deregulation unit was a major step in the most crucial area, which is the co-ordination of the cutting of red tape between government departments. It is the job of the unit not only to consider reforms to old legislation, but to consider their impact in co-operation with individual departments on new proposals. These matters apply as much to EEC as they do to domestic legislation.

It would be a mistake to imagine that the Government is assuming that reducing administrative burdens is in any way a substitute for implementing tax reforms or rationalising competition policy or bringing in economic reforms of the kind mentioned by Mr Dawkins. Each of these policies deserves equal attention but the attack on red tape remains a high priority. The direct and indirect impact of legislation on the industrial and commercial life of the country simply cannot

be underestimated. There is no doubt that more regulations are emerging and it is equally vital that we keep these under control.

The 180 ideas in the two White Papers certainly do speak for themselves but the important point which Mr Dawkins seems to have missed is that some of the individual ideas really do make an enormous difference to the businessman, big or small. I refer, for example, to the proposals to change the planning laws in relation to the setting up of small businesses in domestic premises. It has been estimated that in the USA over the past ten years or so, something of the order of 85 per cent of new businesses have been started in domestic premises.

Providing the changes in the use classes order are done with due consideration for environmental issues and, as Mr Dawkins points out, the changes will make a significant contribution to the battle against red tape, then this single reform could achieve an enormous amount in helping new enterprises to get off the ground.

In other words, the number of changes that will make a difference to the cutting of red tape have to be weighed against the individual ideas which will have a serious and most beneficial impact. The time for legislation is now and the Government deserves congratulation for the progress it has made. Successful architecture depends as much upon satisfying basic facts in the design as it does upon the design itself.

William Cook
(Secretary, Conservative Back Bench Committee on Small Businesses,
House of Commons SW1)

Technology for defence

From the Chief Executive, GEC Avionics

Sir,—The letter appearing in October 7 under the title of "Technology for defence" calls for home comment.

It has been long established that offset offered by US companies is really an opportunity to bid for subcontract work, and under no circumstances a guarantee of orders. Such opportunities to bid for work are not available to British companies regardless of "offset." In fact, with technology developed entirely within the UK, GEC Avionics has become Europe's biggest exporter

of aircraft electronics to the US without ever having collaborated with an American competitor.

GEC's AEW team is the only one in the Western world outside the US. Surely no one is naive enough to believe that American manufacturers, wishing to see this capability killed off, will build up a serious competitor in the shape of Finest, a company which has no experience whatsoever of airborne early warning or any other sort of airborne radar.

D. I. Jackson,
Sales Wg,
Borehamwood, Herts.

Debtors and small firms

From Mr P. Rowe

Sir,—Mr P. V. Mills (October 6) highlights a continuing problem for the small firm, that of prompt payment of invoices. Earlier this year, of course, the Government's booklet, "Payment on Time," sought to encourage both buyers and suppliers to adopt practices which would overcome this.

One of the main thrusts of effective credit management is the assessment of risk before entering into a contract by analysing a customer's ability to pay for the goods or services supplied. It is fatal to a company's well-being to act only after the event of a debt becoming due. Experience has clearly demonstrated the value of establishing accurate information about a customer and his financial position and using that information to predict the risk involved in dealing with him. By this means the incidence of long outstanding debts can be minimised, management time spent on the problem can be reduced and cash flow can be considerably improved. There can be no doubt that specialist credit management techniques can contribute significantly to increased profits and industrial growth.

P. A. Rowe,
(Head of External Affairs),
Institute of Credit Management,
Easton House,
Easton on the Hill,
Stamford, Leics.

Risk of nuclear accidents

From Mr R. Hurst

Sir,—The Sir Christopher Cockrell (October 6) to make the schoolboy "howler" he did in his article on nuclear safety horrifies me. If the chance of a nuclear accident is once in 30,000 years and there are 30,000 nuclear stations the chance remains at once in 30,000 years! Why? Because the chance of station having an accident is independent of any other station's chances.

Robin Hurst,
20 Esk Gardens,
Wetherby, Yorks.

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Monday October 13 1986


John Foord
 01-422-8861

Roderick Oram on Wall Street

Dream team for a big league raid

CORPORATE raiders, or restructuring specialists as their press handlers would have you call them, tend to cultivate the image of Lone Rangers bringing incompetent managements to book to the greater value of all shareholders.

Yet behind each of these mercenary, high profile figures, beavers away an anonymous team of hired guns equipped with skills essential to toppling the chosen target. Frantic share trading on Wall Street is only the smoke. The real fires burn in the plush mid-town offices of lawyers, media specialists, proxy solicitors, bankers and the like.

From the outside looking in, raiding seems exciting. Sure, it's tough during the short campaigns but you can enjoy the spoils in quiet periods between.

Should you fancy a crack at this high rolling game, as some might in the wake of Carl Icahn's \$80m bid last week for USX, here's the dream team - the best in the business chosen subjectively after consultations with some big players.

Fund Raisers: Promise almost anything to sign up Drexel Burnham Lambert, masters of the junk bond. These days, though, they can afford to be choosier about who they perform financial miracles for. You may have to settle for Merrill Lynch or Shearson Lehman who are trying to muscle in on Drexel's phenomenally profitable business. Forget the old Wall Street firms. Chances are your target is one of their blue chip clients.

You may also need commercial banks. Some raiders shun them because a few leak like sieves. Try Banque Paribas' New York branch which is renowned for discreet deployment of huge sums on fine terms for the likes of Sir James Goldsmith, the British entrepreneur.

Lawyers: Skadden, Arps, Slate, Meagher and Flom. Ask for Joe Flom, though he's a bit tied up at the moment musing over USX's attempts to repel Icahn. (Most players are ambidextrous, equally at home on offense or defense.)

Depending on your target's counter-attack, you may need in addition a Washington firm that can negotiate the capital's labyrinthine regulatory process and political lobbies. Gulf Oil fell to Chevron partly because it failed to use effectively the powerful congressional delegation from Pennsylvania, its home state.

Proxy Solicitors: The Carter Organization. Up to 85 per cent of some companies' shares are held by nominees but Carter cracks the secrecy with computer data bases linking Street names to fund managers and other big shareholders. It's an art, says Don Carter. "I've tried to clone myself but to no avail."

Carter, which bills itself as a "consultant on corporate governance," will also devise advertising campaigns and line up one of the half dozen reliable financial printers in New York City.

Public Relations: Kekst and Company. Founded almost 16 years ago by Gershon Kekst, it has specialised in corporate financial relations. It says it thrives on rising to the challenge of helping executives articulate their vision to shareholders. Comfortable on either side of a deal, sometimes both in friendly situations.

Stock Brokers: Accumulating an initial stake in the target company without attracting attention is fundamental to a successful raid and almost impossible. "If you hear of a way let me know," asked one raider with a big bet on his hands at the moment. His advice began out of thin markets and spread the business around in a slow and careful fashion. He likes using Jefferies Company and Bear, Stearns for their block trading skills.

Target Pickers: You're on your own until you build a reputation. Then, you "get lots of calls from disgruntled shareholders," said one restructuring specialist. "Basically there's a lot of people out there doing your homework for you." In the meantime, be an acute reader of analyst and company reports. If you have some analytical talent you won't need professional help. "We don't give a damn about accountants - it's all about cash flow," said the specialist.

Corporate Vehicle: Best of all is a private firm bearing your own name. Out in friends and associates on the deals but keep total control for maximum manoeuvrability and secrecy. Frequent your old haunts so no one knows you're busy homing in on a new target.

Check you can afford the booze team. Icahn spent close to \$25m on his 1984-85 run at Phillips Petroleum. Work covertly with the hired guns until "you think you know every move the other side will make," a media relations man counselled.

Then, braced for the flak, go public, emboldened by huge profit forecasts and oblivious to the potential losses.

Frontline states meet amid fears on security

BY ANTHONY ROBINSON IN JOHANNESBURG

LEADERS of the southern African front-line states held a hurriedly arranged summit in the Mozambican capital of Maputo yesterday to discuss security and Mozambican fears of an imminent military strike by South Africa against alleged African National Congress (ANC) targets near Maputo.

Mr Oliver Tambo, leader of the ANC in exile, also took part after arriving from Lusaka with Zambian President Dr Kenneth Kaunda. The meeting took place against a background of nervousness in Maputo after a state of "permanent alert" was declared on Saturday.

Mr Sergio Vieira, the Minister of Security, who announced the state of alert, accused "South African warmongers of preparing direct attacks on our country by their armed forces with the ultimate aim of overthrowing the Mozambican Government and installing a puppet regime."

He alleged that South African commandos had already infiltrated Maputo and he told a meeting of parliament yesterday that the Mozambican Government was "no more than speculation and a sign of a severe attack of nerves on the part of the Mozambican Government which

obviously feels itself to be in deep water because of its support for ANC terrorists."

Fears have arisen of South African military intervention similar to South African raids before the March 1984 Nkomati accord on the town of Matola near Maputo and other alleged ANC bases. This follows Pretoria's decision to repatriate Mozambican workers and threats by General Magnus Malan, the South African Defence Minister, of possible retaliation against alleged ANC bases after last Monday's landmine explosion near the Mozambique border.

The Mozambican News Agency, Aim, said the summit was chaired by President Samora Machel of Mozambique. It was attended by President Eduardo Dos Santos of Angola, President Quett Masire of Botswana, President Ali Hassan Mwinyi of Tanzania, President Kamanda of Zambia and Prime Minister Robert Mugabe of Zimbabwe together with their military and security advisers. Mr Kenzo Wa Donat, Prime Minister of Zambia, also led a delegation to the meeting and at the end of the summit, the front-line leaders were scheduled to hold separate meetings with the Zairean delegation.

The latest meeting comes only two weeks after front-line leaders went to Malawi to put pressure on its Government to expel units of the

rebel Mozambican National Resistance (MNR) from bases in Malawi. This followed weeks of increasing rebel military activity in Zambezia province close to the border between Malawi and Mozambique.

The Mozambican Government believes that the South African decision to expel Mozambican workers and threaten military intervention against ANC bases in Mozambique reflects South African pique at the front-line states pressure on Malawi.

Under the Nkomati accord South Africa agreed to end clandestine support for the MNR and Mozambique agreed to expel ANC guerrillas and cadres from Mozambique. Since then, both sides have accused each other of violating the accord. Shortly after last week's landmine explosion, an official commentary on South African state radio alleged that 23 terrorist attacks had been planned and carried out from Mozambican bases in recent months. It also alleged that Mr Joe Slovo, a white South African communist who is a leading figure in the ANC military wing Umkhonto We Sizwe, had returned to the Mozambican capital. Sources in Mozambique yesterday confirmed that Mr Slovo had been to Maputo two or three times in the past few months but denied that he was now based there again or that the ANC presence had increased.

RTZ to reduce holding in CRA

By Philip Coggan in London

RIO TINTO-Zinc Corporation is reducing its stake in CRA, the Australian mining company, as the final stage of the "Australiaisation" process originally agreed with Sir Malcolm Fraser's government in January 1979.

The sale will reduce RTZ's holding from 52.3 to 49 per cent and turn CRA into an associate rather than a subsidiary in RTZ's accounts.

In a deal worth A\$122.5m (US\$75m), the Australian Mutual Provident Society is buying 18.3m CRA shares for A\$7.50 each. As a result, Australian Mutual's stake in CRA will increase to around 8.2 per cent.

RTZ's holding has been gradually reduced from the 72.6 per cent stake which it had when it was founded in 1978. It has no further plans to reduce its interest.

The change will have two beneficial effects on RTZ's accounts. Because of the differences between Australian and UK accounting standards, CRA's depreciation charge has historically been high. By removing CRA's reserves, and thus the depreciation charge, from the accounts, RTZ's reported net earnings will increase by about £17m a year.

RTZ will also benefit from the removal of CRA's debt from the balance sheet, which will cut RTZ's gearing level from 64 per cent to 45 per cent.

The negative effects of the move will be to reduce RTZ's resources and to diminish slightly CRA's contribution to group profits. In the year ending December 30, 1985, RTZ had attributable income from CRA of \$49.3m.

In the accounts for the year ending December 30, 1986, RTZ intends to treat CRA as an associate for the full period. Thus the profit and loss account will include 52.3 per cent of CRA's pre-tax profit, tax charge and earnings up to October 12 and 49 per cent thereafter.

Japan's 'clone' fans fuel French anger

BY IAN RODGER IN TOKYO

A ROW has erupted between France and Japan over the difficulties encountered in Japan by a small French high-technology company trying to prevent the alleged unauthorised manufacture of its products by a Japanese competitor.

The French authorities are increasingly upset about the time it is taking for the Japanese to accept the findings of French courts and a European expert in the case.

The case is unusual in that Japan is seldom associated these days with the kind of industrial counterfeiting actions involving Taiwan and other Far Eastern countries.

The company concerned, Eri, makes high precision fans for cooling computers and other electronic products and is one of the market leaders for these fans in Europe and the US.

In 1983, Eri licensed a small Japanese company, Kondo, to manufacture some models and sell the entire Eri range in the Japanese market.

In 1985, Minebea, the large Japanese bearings group, proposed acquiring Kondo. As Minebea was also a substantial producer of fans, Eri served notice that its licence to Kondo would be revoked if the acquisition took place.

Minebea went ahead anyway with the acquisition and an agreement was reached whereby the Eri licence would be withdrawn and Eri would begin its own manufacturing in Japan. However, according to Eri, Kondo, under Minebea control, continued to manufacture and sell the Eri products around the world under the Kondo name.

Minebea has denied that it copied Eri machines. Company officials point out that the small fans of many manufacturers all look very much alike.

Eri took Minebea to court in France, the UK and the US. Various charges related to the unauthorised use of its patents, copyrights and know-how. The UK and US actions are still pending, but the French court found in favour of Eri.

Following a Minebea appeal, its finding was upheld by Mr George Korsakoff, a vice president of the European Patent Office, who was hired as an expert investigator by the appeal court of Versailles. Mr Korsakoff's view was that Eri had suffered damages of more than ¥1bn (\$65m) as a result of Minebea's actions.

Meanwhile, Eri had distributed a letter to its customers warning them not to buy Kondo products because they were no longer connected with Eri. Early in 1985 Minebea sued Eri in a Japanese court claiming that the letter was defamatory.

Eri pleaded for a rapid hearing of the case but, after several postponements, the judge suggested last month that it would be better if the two sides reached a negotiated settlement.

Japan's Ministry of International Trade and Industry (MITI), which has been the object of increasingly angry French Government representations in this case, organised a meeting between the two sides last week in Tokyo, but to no avail.

The French authorities point out that Eri is the only French electronics company to have a manufacturing presence in Japan, and its experience suggests that it would be very difficult for other French companies to have confidence in Japan.

Minebea declined to comment on the case on the grounds that it was still before the courts.

Summit talks break down.

Continued from Page 1

ons in Europe and Asia.

Critics on the right who had warned that he was taking a political gamble going to such a summit meeting in the weeks before the crucial mid-term elections in November would benefit them at the polls. Now they will have to hope that the failure to reach agreement here will not rebound on the and help the rival Democratic Party regain control of the Senate.

The US President's Republican allies had hoped that the rush to a summit meeting in the weeks before the crucial mid-term elections in November would benefit them at the polls. Now they will have to hope that the failure to reach agreement here will not rebound on the and help the rival Democratic Party regain control of the Senate.

The FDP, which Mr Strauss cynically named last night (along with the SPD) as being the losers yesterday, gained only about 3.8 to 3.9 per cent of the vote, little more than the party's lacklustre showing of 3.5 per cent four years ago.

Mr Strauss has been engaged in permanent rivalry with Mr Hans Dietrich Genscher, the leading Free Democratic politician whose job as Foreign Minister in Bonn Mr Strauss has long sought to take.

French weigh up delights of Japanese wrestlers

By Paul Betts in Paris

CHIYONOFUJI, Onokuni, Konishiki and Co have caused a considerable commotion in Paris since arriving last week with 35 other Sumo wrestlers in two specially fitted Japan Airlines 747s. The beds in the Hotel Nikko have been cracking under the weight of the Sumotoris and especially of Konishiki who, at 228 kilos, can boast to be the heaviest Sumo wrestler in the 1,500-year-old history of the Japanese national sport.

The sight of the Sumotoris wobbling down the Faubourg Saint Honore or window shopping at Hermès and Laubin has stopped Parisians in their tracks and caused minor traffic jams in the city centre.

Still nervous of the recent wave of terrorist bombings, some Parisians took to the streets and others anxiously telephoned local radio stations at the sound on Thursday night of the fireworks display in honour of the Sumo wrestlers dining on the Eiffel Tower.

But Paris has greeted the Sumotoris, regarded as demigods in Japan, with unaccustomed good humour. Indeed, Mr Jacques Chirac, the conservative Prime Minister and Mayor of Paris, has been visibly delighted by his coup to persuade the great Japanese Sumo circus to choose the French capital and the twin city of Tokyo for its first appearance in Western Europe.

Only on three recent occasions have the Sumotoris agreed to exhibit themselves outside Japan. Before France, they had been to the Soviet Union, Mexico and New York.

The historic visit has been a marvel of Japanese planning and organisation. It took two years to prepare and FF2 20m (\$3m) to promote. But the promoter, the huge Japanese Fujisankei Communications group, is likely to reap handsome rewards for its efforts.

The three Sumo tournaments this weekend were broadcast to millions of Sumo fans in Japan. The 40,000 tickets to attend the matches in the new Bercy indoor stadium near the Gare de Lyon were sold out months in advance.

For the past few days France has been bombarded with Sumo culture. Morning radio news programmes have given minute details about the diet of stew, rice and beer which enables the Sumotoris to attain such awesome weights.

Posters of the Buddha-like silhouettes of the wrestlers have been stuck all over Paris. And to explain to an uninitiated audience the art and mysteries of Sumo, the organisers enlisted Leon Zitronne, one of France's best-known veteran television personalities, to act as master of ceremonies during the tournaments.

Zitronne, who has commented for French television on every royal wedding or state funeral for years, nicely stole the show on the evening night with his comments.

He gave detailed explanations of each wrestler - Kirishima, for example, was regarded as "the Alain Delon of Japan" and the "chou-chou" of all the girls in Tokyo; another Sumotori drank two bottles of Rémy Martin in a day as well as sake and beer.

At one stage, the crowd forgot the wrestlers altogether and started chanting "Leon, Leon" which was a change from the "Ole" shouted each time the Japanese officials granted some incoherent phrases between fights.

The Bercy stadium was guarded like a bunker for the opening night because of continuing fears of terrorism. Mr Chirac, the governor of the city of Tokyo and countless political and showbusiness personalities turned up.

While the French Sumo tournament coincides with a heightened interest by Japanese companies and financial institutions in France, it also comes a few days before Mr Chirac will personally plead the case to stage the 1992 Olympic Games in Paris before the International Olympic Committee (IOC) in Lausanne later this week.

Mr Chirac is likely to use the historic Sumo tournament in Paris as a further argument before the IOC judges to select his city.

The 38 Sumotoris were enjoying a couple of days of well-earned rest after their last matches yesterday before flying back to Japan.

After visiting some of the sights of Paris and taking a trip on a bateau mouche, like all self-respecting Japanese passing through the French capital they will spend their last night at the Crazy Horse - that is if they all fit inside the famous striptease establishment.

THE LEX COLUMN

Cracks in the Opec ceiling

It is hardly surprising that no-one is keen to take a new position in oil whether spot crude or equities. After the 60 per cent rise in the crude price on the day the last meeting of Opec ministers came up with a temporary pact to cut output, everyone now knows better than to place bets. The markets want another crack-filling exercise, with Opec rolling over the agreement for a further couple of months. Unfortunately for them the more long-term approach of Saudi Arabia and Kuwait seems to be prevailing and ministers are getting down to the essential but potentially explosive task of establishing a rational means of allocating national output quotas. It could be a long week in the Geneva Intercontinental.

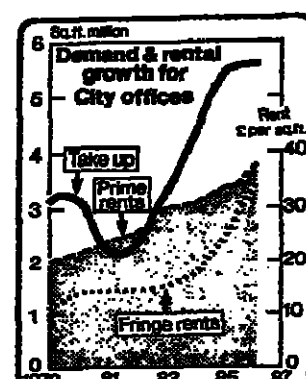
The proposal to base quotas on criteria such as population and production capacity is in principle far better than the traditional method of political horse-trading. But as soon as the ministers start to discuss the correct weighting of the criteria, the real problems start.

Each will want to weigh the criteria so that his country will be able to produce at its minimum requirement. And the 13 members' combined minimums as ever add up to more than the maximum that the market will bear over the coming 12 months.

If that debate ends in acrimony then the oil equity market is in trouble. In the UK it is discounting a price of about \$15 a barrel, in the US at least \$18. The most likely conclusion may be failure to agree a new long-term production limit, and a renewal of the present ceiling until yet another meeting in December. That will hardly cause prices to rise, which suggests there is not much upside in oil shares. But if crude prices start to fall then the high value of stocks will add crushing downward pressure.

City property

If there is one outstanding sector of the non-residential property market at the moment, it must be City of London office space. With the Big Bang looming every banker, broker, insurer, trader and his dog is expanding, whether alone or by joining forces in conglomerates. At the same time, overseas firms are setting up in London or adding to their range of existing businesses. As a result, prime rents have risen sharply in the last couple of years.



The demand for space has been such that the City's imaginary boundaries have widened to include areas north to Finsbury Square and south to London Bridge and rents in the fringe areas have more than doubled since 1984. The arrival of City estate agents Baker, Harris Saunders on the stockmarket is no coincidence.

In real terms, rents are still some way behind those reached in 1973, and there is not a bear of the market to be found. Cries of £30 a square foot by Christmas may not prove unreasonable in a market where practically all new space appearing in the next year or two already has tenants. It might be 1989 before supply catches up with demand, by which time rents might have reached £70 or £80. There is currently around 55m to 60m square feet of office space in the City area with plans for perhaps another 10m square feet of new space.

There are strong arguments in favour of the market continuing to boom. If London is to be the European financial centre, rivaling New York and Tokyo, there are still plenty of potential players yet to arrive. The admission of foreigners to the Stock Exchange has hardly begun and a firm like Nomura could fill a few floors on its own if it really set its mind to brokering London shares. Among firms already here, the move by many partnerships into corporate hands may well mean a more lavish approach to spending on property, especially as many believe it worth paying for the image of wealth reflected in glass palaces. And the price of the space highly-paid employees occupy is still less than their salaries. If a comfortable leave for pastures new, it is worth the cost.

Even in the current euphoria, there is a sneaking feeling that it will all end in tears. What price City offices if the Big Bang proves to be a damp squib? Unless there are more newcomers than casualties, the supply/demand equation will quickly turn. Meanwhile, although there is a great shortage of space in the City itself, there is plenty of room for firms which follow the first emigrants to Victoria and the West End. Those which can be persuaded to move to the new Canary Wharf, despite its apparent unpopularity except for back-office staff, will eventually find a couple of years supply of space there.

Landlords might also discover that buildings designed for the 1980s are as unwanted in the 1990s as the cramped and sweaty towers of the 1960s are now. If 40,000 square foot trading floors go out of fashion, only those buildings where staircases can be built to bring light into the centre can be split into offices. One day the City could be a ghetto of glass houses.

Bristol & West

Much of the £15bn diverted into the TSB issue from building society accounts will, no doubt, return disappointed; but one society has decided that if it cannot beat the stockbrokers, it will join them. From the start of the next year, once the Building Societies Act opens the way, the Bristol & West will be renting out space in its branches for Laing & Cruickshank to sell to the public equities, packaged insurance, unit trusts, PEPs and what have you.

This may sound like an invitation to the stockbroking fraternity to plunder a deposit base already picked over by the banks. But as these deposits are already an expensive way of funding mortgage lending, the Bristol & West has probably decided that there is something to be gained in trying to squeeze expense ratios by sharing its retail overhead: confectionery stands and televised racing are probably further away. If the scheme works - and Laing & Cruickshank does know something about private clients - the Bristol & West may attract extra customers while still retaining the liquid element in its existing customers' portfolios. If building societies are hedging against a bull market, things cannot be that bad - or can they?

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World Weather

Adelaide	25	15	15	Adelaide	22	15	Adelaide	22	15
Algeria	25	15	15	Algeria	22	15	Algeria	22	15
Amman	25	15	15	Amman	22	15	Amman	22	15
Ankara	25	15	15	Ankara	22	15	Ankara	22	15
Baghdad	25	15	15	Baghdad	22	15	Baghdad	22	15
Bahia	25	15	15	Bahia	22	15	Bahia	22	15
Bangkok	25	15	15	Bangkok	22	15	Bangkok	22	15
Batavia	25	15	15	Batavia	22	15	Batavia	22	15
Bombay	25	15	15	Bombay	22	15	Bombay	22	15
Buenos Aires	25	15	15	Buenos Aires	22	15	Buenos Aires	22	15
Calcutta	25	15	15	Calcutta	22	15	Calcutta	22	15
Canton	25	15	15	Canton	22	15	Canton	22	15
Cebu	25	15	15	Cebu	22	15	Cebu	22	15
Colon	25	15	15	Colon	22	15	Colon	22	15
Dacca	25	15	15	Dacca	22	15	Dacca	22	15
Dahomey	25	15	15	Dahomey	22	15	Dahomey	22	15
Dar es Salaam	25	15	15	Dar es Salaam	22	15	Dar es Salaam	22	15
Delhi	25	15	15	Delhi	22	15	Delhi	22	15
Dhaka	25	15	15	Dhaka	22	15	Dhaka	22	15
Durban	25	15	15	Durban	22	15	Durban	22	15
Harbin	25	15	15	Harbin	22	15	Harbin	22	15
Hong Kong	25	15	15	Hong Kong	22	15	Hong Kong	22	15
Kobe	25	15	15	Kobe	22	15	Kobe	22	15
Kuala Lumpur	25	15	15	Kuala Lumpur	22	15	Kuala Lumpur	22	15
London	25	15	15	London	22	15	London	22	15
Lyons	25	15	15	Lyons	22	15	Lyons	22	15
Manila	25	15	15	Manila	22	15	Manila	22	15
Medan	25	15	15	Medan	22	15	Medan	22	15
Mumbai	25	15	15	Mumbai	22	15	Mumbai	22	15
Nairobi	25	15	15	Nairobi	22	15	Nairobi	22	15
Rangoon	25	15	15	Rangoon	22	15	Rangoon	22	15
Reykjavik	25	15	15	Reykjavik	22	15	Reykjavik	22	15
Rio de Janeiro	25	15	15	Rio de Janeiro	22	15	Rio de Janeiro	22	15
Singapore	25	15	15	Singapore	22	15	Singapore	22	15
Sourabaya	25	15	15	Sourabaya	22	15	Sourabaya	22	15
Taipei	25	15	15	Taipei	22	15	Taipei	22	15
Tientsin	25	15	15	Tientsin	22	15	Tientsin	22	15

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SECTION II - COMPANIES AND MARKETS

FINANCIAL TIMES

Monday October 13 1986

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INTERNATIONAL BONDS

Currency concerns slow dollar deals to a trickle

BY CLARE PEARSON IN LONDON

HOW DO YOU persuade investors to buy a new dollar-denominated Eurobond when continuing concern about the currency is reducing demand for such instruments to a trickle?

Japanese institutional funds have failed to begin buying again in size, even though the end of their half-year is behind them. European, offshore-US, and Middle Eastern demand is only sporadic and can readily be satisfied by the cheap bonds floating around in the secondary market.

No one, dealers say, is interested in a new long-term dollar bond. The 10-year area of the market is, in the words of one new issue manager, a "disaster zone."

The way to entice investors into a deal is to make sure it has a short life and is for a high-quality, preferably state-backed, borrower. A crop of such deals was launched last

week but even they met a mixed reception.

Some did find ready buyers but elsewhere the issuer had to rely on lead manager support to keep the bonds quoted at a profitable price to underwriters. Lead managers of offerings for prestige borrowers, anxious to secure a further mandate, have a strong incentive to support them during primary trading.

Deals for equivalent credits traded differently. For instance, Bankers Trust launched a \$100m bond for Italy and Yamaichi launched a \$100m deal for Stockholm on Friday. Both were rated triple-A, with Monday's Investors Service confirming this rating for Italy during the day on Friday.

But Italy's bond achieved the rare distinction of being bid at a discount of 1% per cent to issue price, in early trading. Stockholm's bond, on the other hand, rapidly sank to potentially loss-making levels for underwriters.

The difference lies in the pricing. Highly selective investors see no reason to buy new bonds when much cheaper offerings are available in the secondary market but they seem enthusiastic about offerings providing obvious value.

Italy's issue was priced to yield a hefty 83-basis point spread over US Treasury bonds at launch, and at a discount, increasing its capital gains potential. Stockholm's bond, in contrast, was issued at a slim 36 basis points over US Treasury bonds, which seemed aggressive, even taking into consideration the issue's rarity value.

In most cases, however, hard times have put and end to "cut-throat" pricing, which was common earlier this year when the end-in-

vestor was a less elusive animal. Issues for CNT, the French telecommunications entity, and for the EEC were described as "tight" by some dealers last week. But even they admitted they were within 10 basis points of reasonable pricing in view of secondary market levels.

The dollar sector has always been the staple diet of the Eurobond market, so the downturn in demand for the paper has serious implications for those houses still concentrating on dollar placement. On the other hand, those with diversified placing power stand to benefit at other houses' expense.

Credit Suisse First Boston, for instance, with proven placing in London, West Germany and Switzerland, is far better placed. This was demonstrated last week when it was able to handle the whole of a "jumbo" four-tranche convertible bond for Elders DXI, denominated

in dollars, sterling, D-Marks and Swiss francs.

The floating rate note market, which saw a trickle of deals last week, is poised for a recovery, some dealers say.

Trading in this market is still nervous, after a shake-out last month when prices shed 50 basis points in a day. But investors are now picking up bonds that have fallen to attractive discounts, and new issues priced to pay interest at above London interbank offered rate (Libor) are going down well.

The D-Mark market continues to be abandoned by bond investors, who have been continuously frustrated in their hopes of lower interest rates. Prices edged downwards last week in low turnover.

The Swiss franc market, on the other hand, is in more optimistic mood, despite an interruption in the

downward trend of short-term interest rates in the middle of last week.

Both Elders' convertible bond and a new fixed-rate deal for Australia, met strong responses.

The Swiss Banking Association has told holders of Sfr 300m of bonds issued by Dome Petroleum, the troubled Canadian energy company, that they have little choice but to comply with its request for a temporary waiver of interest and principal repayments.

The comment came in a letter sent to Swiss banks on Friday by the association's commission for the protection of Swiss assets abroad, although the commission stressed it was not a formal recommendation.

Swiss franc bond holders have until October 24 to reply to Dome's request.

Montedison protests over Fermenta deal

BY JOHN WYLES IN ROME

MONTEDISON, the Italian chemicals group which has been trying for several months to negotiate a takeover of Fermenta, the Swedish chemicals and biotechnology company, has protested against last week's sale of Fermenta's agrochemicals operations to Monsanto of the US.

In a letter to Fermenta making clear its opposition to the sale, Montedison has asked to be provided with full details of the deal to be able to evaluate the impact on the overall strategy which led it to open negotiations with Mr Refaat El-Sayed, Fermenta founder and biggest shareholder.

The Italian company says its reasons for seeking control of Fermenta remain unchanged - to bring together the bulk pharmaceuticals, animal health products and agrochemicals interests of the two groups.

The possible disposal of one-third of Fermenta's sales "could represent a diminution in the value of

the acquisition," it said. The letter requests clarification on all these points. It does not, however, threaten to pull out of the negotiations, which are based on Mr El-Sayed's commitment of four months ago to sell 76.5 per cent of Fermenta's voting shares.

However, the highly impatient tone of the communication and the prospective disappearance of attractive assets to Monsanto will strengthen doubts that the Italian company will pursue its objective for much longer.

Kevin Dome in Stockholm writes in a letter to Montedison the Fermenta board has refused to divulge the kind of information the Italian group has requested.

It is thought that the board feels that Montedison is bidding for only a partial stake in Fermenta and that to release the sensitive commercial information requested would jeopardise the interests of minority shareholders in the Swedish group.

EURONOTES AND CREDITS

United Airlines follows trend with sights on \$750m facility

BY PETER MONTAGNON IN LONDON

UNITED AIRLINES, the US holding company which owns Hertz car rentals and Westin hotels as well as the airline that bears its name, came to the Euro market last week for a \$750m loan facility led by Chemical Bank.

The deal is yet another example of how US companies are extending their activities to the Euro market and will replace a domestic loan facility used to back up commercial paper. It may also serve to back up the issue of Eurocommercial paper in Europe.

Terms include a maturity of five years and an annual facility fee of 84 basis points for the first three years rising to 10 basis points afterwards. Drawings on the accompanying standby credit will bear a margin of ¼ per cent over London Eurodeposit offered rates (Libor). United will also pay a utilisation fee of ¼ per cent on drawings up to a

quarter of the total facility, ¼ per cent on drawings up to half the total and ½ per cent on larger drawings. Initial response was positive from a market that continues to show every sign of appetite for business and is snapping up deals on even the finest of terms.

The terms on United's facility look rich compared with the thin fees available on recent deals for European sovereign names, yet even these are passing through syndication with the greatest of ease. Not only did Credit National's \$300m recent facility attract subscriptions of \$600m but also Ireland's \$400m deal was increased last week to \$500m. Elsewhere the \$300m credit for India's Oil and Natural Gas Commission also looks set for an increase.

As a result, there is continuing downward pressure on margins for many borrowers, especially in Europe.

Italy's Instituto Mobiliare Italiano achieved what are believed to be about the finest terms ever for an Italian state borrower on a \$100m, eight-year credit launched last week through First Chicago. This is a club deal carrying a margin of 5 basis points for the first three years rising to 7½ points after that.

Aumar, the private sector Spanish motorway concern, launched a \$315m, eight-year loan through Chase Manhattan which carries a margin of ¼ point and will refinance previous credits led by Manufacturers Hanover and Merrill Lynch. The funds will be drawn in yen, D-Marks and Swiss francs.

Despite the tightness of the terms both deals seem assured of a fairly easy ride. IMI is a popular name in Italy and although there has been some resistance to low margins in that country, its deal

was understood to be finding a ready home. Aumar is also a name that appeals because it is a highly profitable concern. Appetite for Spanish paper is also running at a high level in the Eurocredit market because of the high level of debt repayments this year.

However, Barclays Bank has been less fortunate with the \$200m facility launched earlier this month for Bank of New Zealand on reasonable terms. Following market resistance it has had to revise the facility fee which was originally set at 3½ basis points for the full five-year life of the deal. This will now start at that level but rise to 5 basis points after the first two years.

In a telex to potential participants Barclays also said it was introducing a 3 basis point front-end fee and a slight increase in the utilisation fee.

Last week's launch by Canada's Farm Credit Corporation of a Canadian dollar denominated commercial paper programme seems to be bringing other Canadian borrowers out of the woodwork. Nova Scotia Resources has appointed CIBC, Citicorp and Merrill Lynch as dealers on a US\$110m programme. Other new Eurocommercial paper deals last week also included a \$300m programme for Transcontinental Gas Pipeline Corporation of the US on which Citicorp, CSFB and Swiss Bank Corp will act as dealers.

Elsewhere the Development Fund of Iceland is raising \$75m through a 10-year credit led by Banque Paribas, Deutsche Bank and Scandinavian Bank. The deal bears a margin of ¼ for six years rising to ½ after that. Interbanca, the Italian long-term credit bank, has mandated Chase Manhattan to raise a \$94m credit carrying a mar-

EUROCOMMERCIAL TURNOVER Trends (\$m)				
Primary Market	Strapline	Conv	FRN	Other
US\$	2,972.5	11.3	2,983.7	2,983.1
FRF	4,118.1	948.2	3,258.3	3,258.2
Other	1,288.4	0.6	692.5	122.3
FRF	2,961.2	-	492.2	0.6
Secondary Market				
US\$	24,887.9	1,271.9	22,437.9	4,266.1
FRF	22,044.8	1,941.7	18,797.3	5,227.7
Other	11,538.8	84.1	6,022.7	4,419.2
FRF	12,983.8	70.5	4,964.6	4,268.5
Credent				
US\$	15,792.1	34,821.6	50,223.7	
FRF	17,441.8	43,534.3	60,976.1	
Other	11,082.0	15,327.3	26,359.3	
FRF	11,670.2	13,983.3	25,133.5	

Week to October 9 1986 Source: AIBD

gin of 7½ basis points for the first four years and rising to 10 points after that. The deal is divided into two tranches maturing in 8½ years and 6 years respectively.

Perstorp profits rise in line with forecast

BY SARA WEBB IN STOCKHOLM

PERSTORP, the Swedish specialty chemicals and plastics group, reported a 4.2 per cent increase in profits for the financial year ending August 31. The result is in line with the company's forecast in June despite increased development and launch costs.

Profits (after financial items) reached SKr 345m (\$50.2m) against SKr 331m in the 1984-85 financial year.

Sales totalled SKr 2,936m, up 13.8 per cent on the last financial year's figure of SKr 2,572m, with strong sales increases in the "chemitec" and compounds divisions.

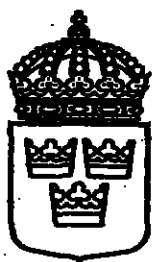
Perstorp Chemitec, which produces binders for mechanical engi-

neering and construction industries, showed a 40 per cent increase in sales from SKr 275m to SKr 385m.

Sales in the compounds division, which makes moulding compounds for the thermal plastics industry, rose 35 per cent from SKr 412m to SKr 555m. The company was able to resume deliveries to Iran this year.

Perstorp components showed a 27 per cent rise in sales to SKr 465m due to increased deliveries to the automotive industry and an acquisition in the US.

Sales in electronics stagnated, faced with a weakening market in Europe.



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Union Bank of Switzerland (Securities) Limited

Bank of Tokyo International Limited

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September 1986

New Issue

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October, 1986

politi
keo

Interest-rate optimists raise their heads

Federal Reserve Monetary Target

This chart displays the M1 money supply (left axis, 0 to 1000 billion dollars) and the Federal Reserve's target ranges (right axis, 2.5% to 3.5%) from 1975 to 1990. The M1 supply is shown as a solid line with markers, and the target ranges are indicated by shaded areas. A legend notes that the shaded area represents the "60% Confidence Interval Targeted Indicators".

Treasury Yields

This chart shows Treasury yields (right axis, 5% to 10%) from 1975 to 1990. The yield curve is depicted as a solid line. Key dates are marked: September 11, 1980, and October 9, 1981, indicating the peak and trough of the yield curve respectively.

In recent months they have stabilised at an annual rate of around 1.8m. "If we were to see a sizeable decline to 1.7m or 1.75m it may well indicate that the housing sector has not only peaked but is beginning to unravel." This could have worrying implications for the US economy where housing starts have been one of the few strong areas of expansion.

Among the new issues announced last week, one of the main talking points was First Boston's huge offering of securities backed by cheap General Motors car loans. It proved so popular that it has been increased in size from \$3.2bn to \$4bn and will be the largest underwritten offering in the history of the US capital markets. It is expected to be rated triple-A and is another

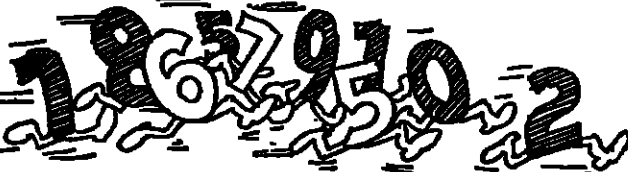
Flow of taplets to ease way for Big Bang

will of the Government" the market has no lack of numbers to choose from. Among the most important figures due are those for unemployment and for the public sector borrowing. The figures for Thursday, and the retail prices on Friday.

After last week's better than expected sterling M3 figures, which had been partly discounted in the market, a fairly hefty rise in the PSBR is being expected. Mr Richard Jeffrey at Hoare Govett reckons on a 23bn increase. That rises to 33.1bn for Mr Gavin Davies at Goldman Sachs, and a high 40bn for Mr Simon Ward at J.P. Morgan.

On the inflation front, an upturn of between 0.4 and 0.6 per cent is on the cards, according to a number of economists. Higher petrol costs last month and a dip in inflation this time last year are responsible.

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WARRANTS: US dollars unless indicated. Yield=annualized yield at current warrant price. Closing prices on October 10.

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INTERNATIONAL CAPITAL MARKETS AND COMPANIES

Politicians back Fiat takeover of Alfa Romeo

BY JOHN WYLES IN ROME

ITALIAN political parties, trade unions and Alfa Romeo workers are beginning to line up behind the rival Ford and Fiat bids for the country's number two car producer even though Fiat may need another 10 days to finalise its takeover proposals.

Fiat executives and engineers spent most of last week at Alfa's headquarters at Arese studying the company's books and production arrangements.

When it pledged the week before last to improve on the Ford proposals, Fiat indicated that its bid would be ready this week. But Mr Gianni Agnelli, the company's chairman, said at the weekend that the bid would now be passed to IRI-Finmeccanica, the state holding company which owns Alfa, "within 10 days."

The final choice between the two bids will be made by the Government on advice from IRI-Finmeccanica which has promised to reply to the Ford offer by November 7.

Fiat has created strong expectations that its proposals will be superior to those of Ford which, in the meantime, are being kept firmly under wraps.

Assuming at least an equivalence between the two bids, Italian politicians are clearly leaning in favour of an "Italian solution" for the troubled producer.

In a survey to be published by the weekly magazine *L'Espresso*, Mr Renato Altissimo, the Liberal Party leader, says: "It would be better to favour Fiat as an Italian Italian company." This point of view is shared by a senior Republican spokesman while a Communist Party official said that ending Alfa to Ford "would be a serious threat to the existence of the national car industry."

By contrast, a poll of Alfa workers carried out for *L'Espresso* discloses that 63.9 per cent favour Ford. Trade union leaders at Alfa are reported to fear that Fiat will

cut jobs and are against strengthening the larger company's already dominant hold on the Italian car market. National union leaders, however, are leaning strongly in favour of Fiat, particularly those in the non-communist CISL and UIL confederations.

Fiat has said that it will be seeking an immediate 51 per cent stake in Alfa and, like Ford, implied that it will run the company's two production plants at their full capacity of 400,000 units a year, as against their current output of around 190,000 units.

Demand for its cars is running so strongly that Fiat believes it can transfer production of some of its best selling models to Alfa while at the same time developing the smaller company's sales potential.

The kernel of its plan is expected to be joint exploitation of the sporty and high performance models of Fiat's Lancia subsidiary alongside those of Alfa.

AMD sheds 500 jobs as loss rises

BY LOUISE KEHOE IN SAN FRANCISCO

ADVANCED Micro Devices (AMD), the US Silicon Valley chip maker, has made 500 workers redundant, ending its 10-year record of full employment.

The company said it was forced to take this action because of continuing poor business conditions and large losses.

In the first quarter ending June 30, AMD reported losses of \$28m.

"For the two years of this recession AMD has endured substantial losses while maintaining a no redundancy policy virtually unique in the industry," said Mr WJ Sanders, chairman.

Redundancies and attrition have reduced AMD's workforce by about 900 people since the beginning of the fiscal year. It now employs about 12,900 worldwide.

US bank opposes downgrading

MOODY'S, the US credit rating agency, has lowered the debt and preferred stock ratings of Manufacturers Hanover Corp, holding company for the fourth largest US banking group.

It also lowered the long-term debt ratings of Manufacturers Hanover Trust, the group's lead bank. The action affects about \$10bn worth of securities.

Moody's said Manny Hanny's

non-performing loans had grown considerably, partly because of the deterioration in its large energy and property portfolios.

Manny Hanny said it strongly disagreed with the downgrading because it did not take fully into account "the enormous increases in capital, continued increases in earnings and management's consistent and timely identification and recognition of problem credits."

NEW INTERNATIONAL BOND ISSUES

Borrower	Amount m	Maturity	Av. life years	Coupon %	Price	Bank Name	Offer yield %
U.S. DOLLARS							
Yamashita Int. (Eur)	70	1991	5	3 1/4	100	Yamashita Int. (Eur)	3.750
J. H. Schaefer Wagon	75	2001	15	8 1/4	100	J. H. Schaefer Wagon	6.750
Wagon Int.	50	1991	5	3 1/4	100	Wagon Int.	3.375
Wagon Int.	100	2001	15	(2 1/2)	100	Wagon Int.	3.750
TOK Corp. (Eur)	150	1991	5	3 1/4	100	TOK Corp. (Eur)	3.750
Silicon Valley Ind. (Eur)	40	1991	5	(3 1/4)	100	Silicon Valley Ind. (Eur)	6.575
SBC Fin. (Eur)	150	1990	4	7	101 1/4	SBC Fin. (Eur)	7.320
Bank of China (Eur)	100	1991	5	7 1/4	101 1/4	Bank of China (Eur)	7.320
Mass Transp. Hany (a) (Eur)	75	1991	5	7 1/4	101 1/4	Mass Transp. Hany (a) (Eur)	7.320
Agropar (Eur)	125	1993	7	8	101 1/4	Agropar (Eur)	7.668
Ind. Fin. (Eur)	75	1993	7	3 1/4	100	Ind. Fin. (Eur)	3.250
Ind. Fin. (Eur)	40	1991	5	(2 1/4)	100	Ind. Fin. (Eur)	3.250
Bank of China (Eur)	100	2000	20	7 1/4	100	Bank of China (Eur)	7.320
Wagon Int. (Eur)	50	1991	5	(3 1/4)	100	Wagon Int. (Eur)	3.750
Wagon Int. (Eur)	30	1991	5	7 1/4	101 1/4	Wagon Int. (Eur)	7.320
Wagon Int. (Eur)	50	1990	10	8	101	Wagon Int. (Eur)	7.320
Wagon Int. (Eur)	300	1991	5	15 1/2	100	Wagon Int. (Eur)	5.250
Wagon Int. (Eur)	175	1990	12	8 1/4	100	Wagon Int. (Eur)	5.250
Wagon Int. (Eur)	250	1991	5	(a)	110	Wagon Int. (Eur)	7.820
Wagon Int. (Eur)	100	1990	4	7 1/4	100 1/4	Wagon Int. (Eur)	6.575
Wagon Int. (Eur)	150	1991	5	7	100 1/4	Wagon Int. (Eur)	6.575
Wagon Int. (Eur)	100	1991	5	7	99 1/4	Wagon Int. (Eur)	7.184
Wagon Int. (Eur)	100	1991	5	7 1/4	101 1/4	Wagon Int. (Eur)	6.732
Wagon Int. (Eur)	150	1990	10	1 1/2	100	Wagon Int. (Eur)	7.320
AUSTRALIAN DOLLARS							
Wagon Int. (Eur)	30	1991	5	12 1/4	101 1/4	Wagon Int. (Eur)	13.391
Wagon Int. (Eur)	30	1990	5	12 1/4	101	Wagon Int. (Eur)	14.020
Wagon Int. (Eur)	50	1989	3	15	101	Wagon Int. (Eur)	14.565
CANADIAN DOLLARS							
Wagon Int. (Eur)	200	1991	5	9 1/4	100 1/4	Wagon Int. (Eur)	9.522
DEM MARKS							
Wagon Int. (Eur)	300	1990	10	8 1/4	99 1/4	Wagon Int. (Eur)	5.228
Wagon Int. (Eur)	200	1990	12	3 1/4	100	Wagon Int. (Eur)	3.080
Wagon Int. (Eur)	500	1991	5	5	107	Wagon Int. (Eur)	3.452
Wagon Int. (Eur)	150	1993	7	3 1/4	100	Wagon Int. (Eur)	3.750
STERLING							
Wagon Int. (Eur)	40	1990	12	8	100	Wagon Int. (Eur)	8.080
SWISS FRANCES							
Wagon Int. (Eur)	50	1992	—	1 1/4	100	Wagon Int. (Eur)	1.254
Wagon Int. (Eur)	50	1992	—	1 1/4	100	Wagon Int. (Eur)	1.250
Wagon Int. (Eur)	50	1991	—	2 1/4	100	Wagon Int. (Eur)	2.250
Wagon Int. (Eur)	300	1994	—	(5 1/4)	(100)	Wagon Int. (Eur)	5.000
Wagon Int. (Eur)	300	1990	—	5	100	Wagon Int. (Eur)	5.000
Wagon Int. (Eur)	50	1991	—	(2 1/4)	100	Wagon Int. (Eur)	5.250
Wagon Int. (Eur)	200	2000	—	5 1/4	100	Wagon Int. (Eur)	4.750
Wagon Int. (Eur)	100	1993	—	4 1/4	100	Wagon Int. (Eur)	3.125
Wagon Int. (Eur)	150	1993	—	3 1/4	100	Wagon Int. (Eur)	2.500
Wagon Int. (Eur)	200	1990	—	2 1/4	100	Wagon Int. (Eur)	4.875
Wagon Int. (Eur)	100	1991	5	(2 1/4)	(100)	Wagon Int. (Eur)	4.125
Wagon Int. (Eur)	20	1991	5	4 1/4	100	Wagon Int. (Eur)	4.875
Wagon Int. (Eur)	150	1997	10	4 1/4	100	Wagon Int. (Eur)	4.125
YEN							
Wagon Int. (Eur)	100m	1993	7	8 1/4	117 1/4	Wagon Int. (Eur)	5.480
Wagon Int. (Eur)	20m	1991	12	8 1/4	115 1/4	Wagon Int. (Eur)	4.980
Wagon Int. (Eur)	100m	1991	5	(a)	101 1/4	Wagon Int. (Eur)	—
FRENCH FRANCES							
Wagon Int. (Eur)	400	1991	5	8 1/4	99 1/4	Wagon Int. (Eur)	6.532
DUTCH GUILDERS							
Wagon Int. (Eur)	50	1991	5	8	99 1/4	Wagon Int. (Eur)	8.119

WORLD ECONOMIC INDICATORS
every Monday—Only in the Financial Times

Insurance settlements for Manville

By David Blackwell in New York

MANVILLE, the fibre glass, forest products and specialty products group which has been operating under the Chapter 11 bankruptcy code since August 1982, has reached agreement with five more insurance groups for payments totalling more than \$60m.

The group sued 37 insurance companies in March 1980 seeking a court ruling on their obligation to pay for losses suffered by Manville arising from asbestos-related health claims.

The latest settlements are conditional on final approval by the bankruptcy court of a reorganisation plan for Manville, which has court cases pending in San Francisco against seven other insurance companies.

Although Manville has settled some of the asbestos-related claims against the company, at the end of June there were 17,320 claims for a total of \$112.7bn outstanding. Under its proposed reorganisation plan, shareholders face a potential dilution of 98 per cent.

Malayan Banking denies heavy foreign loss

BY WONG SULONG IN KUALA LUMPUR

MALAYAN Banking, Malaysia's largest bank, in which the Government owns a majority stake, has denied incurring heavy losses on its international operations, and has reported that for the year ended June, it made an after-tax profit of \$2.5m ringgit (US\$20.1m).

The bank noted that while the profit was 57 per cent lower than that of the previous year, the figure was derived after the group had "acted prudently both in the suspension of

interest on non-performing loans as well as in the provision for bad and doubtful debts." These included provision for all known and anticipated loan losses including the bank's exposures to the International Tin Council, the Malaysian Overseas Investment Corporation, the stockbroking industry, and other corporations directly affected by the Pan-Electric crisis.

Wan Azmi Wan Hamzah, the bank's chief executive, acknowledged that there had been rumours that the bank had incurred losses as high as 1bn ringgit. "This has led to a run on several of its branches, and depressed the bank's share price."

He said it would have been impossible for the bank to incur such a heavy loss, as total loans and advances of the bank for the year to June amounted to 8.13bn ringgit, and less than 10 per cent of the amount was lent overseas.

Wan Azmi also pointed out that while the Malaysian Banking group's profits suffered a sharp fall, it could be described as satisfactory, considering the severity of the Malaysian economic slowdown.

Banking officials estimated that Malayan Banking incurred a loss of 25m ringgit as a result of the collapse of MOIC, the Malaysian trading group, while its exposure to the International Tin Council crisis was about 120m ringgit.

Demand for Canadian US dollar notes

BY BERNARD SIMON IN TORONTO

THE CANADIAN Government has begun issuing short-term US dollar promissory notes as an alternative to bank credit lines to support official foreign exchange reserves.

Known as Canada bills, the new instruments were issued for the first time last week through a group of three US and two Canadian dealers, First Boston, Merrill Lynch Capital Markets, Goldman

Sachs, Dominion Securities and Wood Gundy.

A dominion securities executive said that interest in the bills from institutional investors in North America and beyond had grown markedly during the first five days of issue. The market believes that Ottawa has so far issued about \$150m of the bills, although a government official declined to confirm the amount.

The bills have a maximum

Air France sees decline

AIR FRANCE, the state-owned airline, expects to make a profit of between FF 500m and FF 700m (\$77m-\$107m) this year, after a profit of FF 728.9m in 1985, Renter reports from Paris.

Traffic from the US was deterred by the fall in the dollar and terrorist attacks in Europe, while lower income for oil exporting countries due to low oil prices also hit passenger revenue.

THE FUJI BANK AND TRUST COMPANY

(Incorporated in New York State)

U.S. \$100,000,000

7 7/8 per cent. Guaranteed Bonds 1991

unconditionally and irrevocably guaranteed by

The Fuji Bank, Limited

(Incorporated with Limited Liability in Japan)

Issue price 101 1/2 per cent.

Fuji International Finance Limited

Merrill Lynch Capital Markets

Morgan Guaranty Ltd

Morgan Stanley International

Salomon Brothers International Limited

Bankers Trust International Limited

Banque Indosuez

Banque Paribas Capital Markets Limited

Chemical Bank International Group

Citicorp Investment Bank Limited

County NatWest Capital Markets Limited

Crédit Lyonnais

Daiwa Europe Limited

Kleinwort Benson Limited

Samuel Montagu & Co. Limited

The Nikko Securities Co., (Europe) Ltd.

Nippon Kangyo Kakumaru (Europe) Limited

Nomura International Limited

Orion Royal Bank Limited

Société Générale

Swiss Bank Corporation International Limited

S.G. Warburg Securities

Westdeutsche Landesbank Girozentrale

Yamaichi International (Europe) Limited

Yasuda Trust Europe Limited

10 October, 1986

Britannia Building Society
Out in FrontFirst "pre-fixed first coupon" FRN
November 1985First fungible building society FRN
July 1986Lowest coupon yet achieved on a building society FRN
September 1986

All these Notes have been sold. This announcement appears as a matter of record only.



Britannia Building Society

(Incorporated in England under the Building Societies Act 1971)

£150,000,000

Floating Rate Notes Due 1996

Issue Price 100 per cent.

Hambros Bank Limited

Alexanders Discount p.l.c.

Banque Bruxelles Lambert S.A.

Barclays de Zoete Wadd Limited

Baring Brothers & Co., Limited

CIBC Limited

Commerzbank Aktiengesellschaft

Crédit Lyonnais

Credit Suisse First Boston Limited

Fuji International Finance Limited

Lloyds Merchant Bank Limited

Samuel Montagu & Co. Limited

Morgan Grenfell & Co. Limited

Prudential-Bache Securities International

Salomon Brothers International Limited

Tokai International Limited

The Union Discount Company of London, p.l.c.

S.G. Warburg Securities

September, 1986

LONDON RECENT ISSUES

EQUITIES

Share	Price	Change	Div.	Yield	Price	Change	Div.	Yield
Admiral	10.00	+0.10	0.00	0.00	10.10	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00	10.10	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00	10.10	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00	10.10	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00	10.10	+0.10	0.00	0.00

FIXED INTEREST STOCKS

Share	Price	Change	Div.	Yield	Share	Price	Change	Div.	Yield
Admiral	10.00	+0.10	0.00	0.00	Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00	Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00	Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00	Admiral	10.00	+0.10	0.00	0.00

"RIGHTS" OFFERS

Share	Price	Change	Div.	Yield	Share	Price	Change	Div.	Yield
Admiral	10.00	+0.10	0.00	0.00	Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00	Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00	Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00	Admiral	10.00	+0.10	0.00	0.00

Association date usually last day for dealing free of stamp duty. A. Annual dividend. F. Full dividend. P. Partial dividend. S. Special dividend. T. Tax dividend. W. Withholding tax. Y. Yield. Z. Zero. 1. First. 2. Second. 3. Third. 4. Fourth. 5. Fifth. 6. Sixth. 7. Seventh. 8. Eighth. 9. Ninth. 10. Tenth. 11. Eleventh. 12. Twelfth. 13. Thirteenth. 14. Fourteenth. 15. Fifteenth. 16. Sixteenth. 17. Seventeenth. 18. Eighteenth. 19. Nineteenth. 20. Twentieth. 21. Twenty-first. 22. Twenty-second. 23. Twenty-third. 24. Twenty-fourth. 25. Twenty-fifth. 26. Twenty-sixth. 27. Twenty-seventh. 28. Twenty-eighth. 29. Twenty-ninth. 30. Thirtieth. 31. Thirty-first. 32. Thirty-second. 33. Thirty-third. 34. Thirty-fourth. 35. Thirty-fifth. 36. Thirty-sixth. 37. Thirty-seventh. 38. Thirty-eighth. 39. Thirty-ninth. 40. Fortieth. 41. Forty-first. 42. Forty-second. 43. Forty-third. 44. Forty-fourth. 45. Forty-fifth. 46. Forty-sixth. 47. Forty-seventh. 48. Forty-eighth. 49. Forty-ninth. 50. Fiftieth. 51. Fifty-first. 52. Fifty-second. 53. Fifty-third. 54. Fifty-fourth. 55. Fifty-fifth. 56. Fifty-sixth. 57. Fifty-seventh. 58. Fifty-eighth. 59. Fifty-ninth. 60. Sixtieth. 61. Sixty-first. 62. Sixty-second. 63. Sixty-third. 64. Sixty-fourth. 65. Sixty-fifth. 66. Sixty-sixth. 67. Sixty-seventh. 68. Sixty-eighth. 69. Sixty-ninth. 70. Seventieth. 71. Seventy-first. 72. Seventy-second. 73. Seventy-third. 74. Seventy-fourth. 75. Seventy-fifth. 76. Seventy-sixth. 77. Seventy-seventh. 78. Seventy-eighth. 79. Seventy-ninth. 80. Eightieth. 81. Eighty-first. 82. Eighty-second. 83. Eighty-third. 84. Eighty-fourth. 85. Eighty-fifth. 86. Eighty-sixth. 87. Eighty-seventh. 88. Eighty-eighth. 89. Eighty-ninth. 90. Ninetieth. 91. Ninety-first. 92. Ninety-second. 93. Ninety-third. 94. Ninety-fourth. 95. Ninety-fifth. 96. Ninety-sixth. 97. Ninety-seventh. 98. Ninety-eighth. 99. Ninety-ninth. 100. One hundredth.

A FINANCIAL TIMES SURVEY

MERSEYSIDE

The Financial Times proposes to publish this survey on:

MONDAY,

17 NOVEMBER, 1986

For a detailed editorial synopsis, please contact:

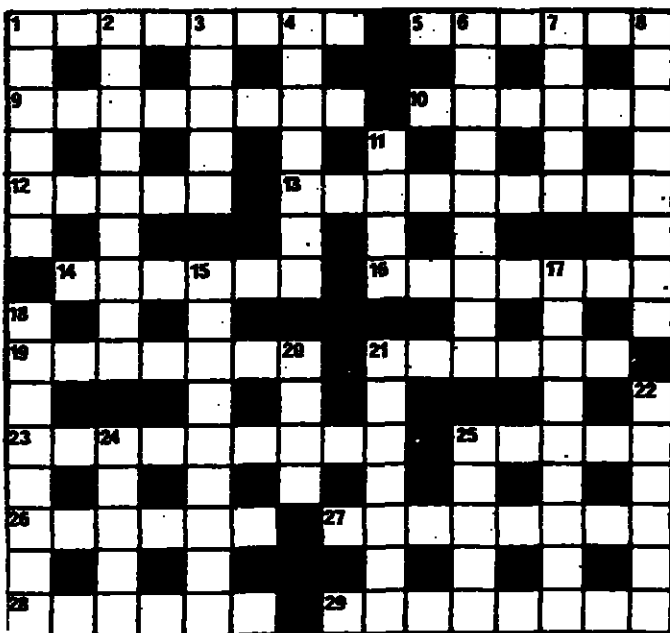
BRIAN HERON, FINANCIAL TIMES
QUEEN'S HOUSE, QUEEN STREET
MANCHESTER M2 5HT

Tel: 061-834 9381 Telex: 666813

FINANCIAL TIMES
EUROPE'S BUSINESS NEWSPAPER

FT CROSSWORD PUZZLE No. 6,149

QUARK



ACROSS

- 1 Drink after the Depression?
- 2 An account's something binding (agreement) (6)
- 3 They're often blowing though must be fit (6)
- 4 Comprehensive girl runs round high ball (6)
- 5 General companion for old physician (5)
- 6 Doctor met a rich upper-class person with a complaint (9)
- 7 Bold newspaper display without issue (blind) (6)
- 8 Bob's only one such, nowadays (6)
- 9 Not in play-inch out, perhaps (2,5)
- 10 Announcer does trust English being used (6)
- 11 Member in laboratory to need a form of carbon? (9)
- 12 We hear certain month's for this crop (5)
- 13 The French gain—could be easygoing? (6)
- 14 Money and maturity combine for last (6)
- 15 Smoking jacket? (6)
- 16 At this place a book is essential (6)

DOWN

- 1 Standard foreign exclamation provides a sort of promise (6)
- 2 Provide for the break with this? (6-3)
- 3 Month's advance (6)
- 4 Find it's close in newly-constructed hall (7)
- 5 One recognised by his features? (9)
- 6 Gold piece produces influence (6)
- 7 Slickly dainty (6)
- 8 Part of net some homes have (4)
- 9 A foolish speed to suggest (9)
- 10 Land next to house, rude one (with gate blowing) (9)
- 11 Archer? eg rival learner bowing (6)
- 12 Bluff person (4)
- 13 x, perhaps, in expression (7)
- 14 Second failure (6)
- 15 Part of churchman's establishment? (5)
- 16 A thousand in church is moderate? (5)

The solution to last Saturday's prize puzzle will be published with names of winners next Saturday.

AUTHORISED UNIT TRUSTS

Unit Trust	Price	Change	Div.	Yield
Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00

Unit Trust	Price	Change	Div.	Yield
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Admiral	10.00	+0.10	0.00	0.00

Unit Trust	Price	Change	Div.	Yield
Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00
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Admiral	10.00	+0.10	0.00	0.00
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Admiral	10.00	+0.10	0.00	0.00

Unit Trust	Price	Change	Div.	Yield
Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00

FT UNIT TRUST INFORMATION SERVICE

Unit Trust	Price	Change	Div.	Yield
Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00
Admiral	10.00	+0.10	0.00	0.00

Whitehallside Unit Trust Managers			City of Westminster Assurance—Contd.		
2 Workers Unit, London E17 8ST	01-446 90656		For First Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Second Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Third Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Fourth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Fifth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Sixth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Seventh Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Eighth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Ninth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Tenth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Eleventh Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Twelfth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Thirteenth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Fourteenth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Fifteenth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Sixteenth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Seventeenth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Eighteenth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Nineteenth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Twentieth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Twenty-first Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Twenty-second Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Twenty-third Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Twenty-fourth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Twenty-fifth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Twenty-sixth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Twenty-seventh Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Twenty-eighth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Twenty-ninth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Thirtieth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Thirty-first Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Thirty-second Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Thirty-third Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Thirty-fourth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Thirty-fifth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Thirty-sixth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Thirty-seventh Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Thirty-eighth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Thirty-ninth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Fortieth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Forty-first Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Forty-second Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Forty-third Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Forty-fourth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Forty-fifth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Forty-sixth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Forty-seventh Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Forty-eighth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Forty-ninth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Fiftieth Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Fifty-first Term	27.24	+1.9
2 Workers Unit, London E17 8ST	01-446 90656		For Fifty-second Term	27.24	+1.9
2 Workers Unit, London E17 8ST	0				

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هكذا فعل الله

INSURANCE, OVERSEAS & MONEY FUNDS

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BUILDING, TIMBER, ROADS—Cont. | **DRAPERY & STORES—Cont.**

ENGINEERING—Continued	Weekdays Paid	Stock	Price	Lot	Div	Yld	Div	Yld	P/E	INDUSTRIALS—Continued	Weekdays Paid	Stock	Price	Lot	Div	Yld	Div	Yld	P/E
May	Dec. Broadway 100	61	14.4	18.28	62.80					Dec.	Amor Group F200	62-1/2	100	0.75	52	19.00			
May	Dec. Broadway 100	61	14.4	18.28	62.80					Dec.	Amor Group F200	61	103						
Jan.	East Boston Outright	117-1/2	147	97.75	26	43.12				Jan.	Amor Group F200	62	171						
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INDUSTRIALS—Continued

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NEW DEALING ROOM EQUIPMENT

In order to increase our capacity to handle the volume and complexity of deals and services in the above markets, we are progressively expanding and re-equipping our dealing room and introducing new systems and equipment.

As part of this plan and in order to ensure that we interpret our customers' instructions accurately and speedily, we have now installed telephone recording equipment in our Foreign Exchange and Eurobond dealing rooms solely for the purpose of verifying and confirming the accuracy of transactions carried out by the dealers and for the exchange of Foreign Exchange instructions.

This notice is published to advise all relevant staff in those companies with whom we deal that all telephone calls to our Bishopsgate dealing room will be tape-recorded from 13 October 1986.

All necessary steps will be taken by us to protect the confidentiality of the recordings.

The equipment selected was provided by TISL who have supplied similar multi-channel recording equipment to many of the leading City dealing rooms.



HAMBROS

HAMBROS BANK LIMITED

41 Bishopsgate, London EC2P 2AA. Telephone 01-588 2851

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22 & 23 October, 1986

CONSTRUCTION CONTRACTS

Birmingham convention centre complex

BY JOAN GRAY

R. M. DOUGLAS CONSTRUCTION, Birmingham-based member of the Douglas group, has been appointed management contractor for building a \$85m convention centre in a joint venture with Turner Corporation of the US.

Believed to be the largest in the UK, the International Convention Centre is being designed to supplement Birmingham's National Exhibition Centre, constructed by Douglas for £20m in 1973.

To be built next to the Repertory Theatre, the new centre is sited between Broad Street and Cambridge Street, bounded on the east by King Alfred Place and on the west by the Birmingham Canal.

The new Centre will have 11 halls of different sizes, including 1,500 seat and 2,300 seat auditoria; a banqueting hall to seat 1,100 and a smaller banqueting hall seating 550; a theatre, and a concert hall.

"The most difficult part of

the project," said Douglas's managing director Mr Michael Mazzoni, "will be the specialist services: the multi-language translation systems, auditorium systems, acoustics, concert hall equipment and fire alarms."

For this reason Douglas—which has never built a large convention centre before—decided to go into joint venture with the New York-based Turner Corporation.

Turner is one of the largest construction companies in the US, where it has already built several convention centres, including Madison Square Gardens and the Lincoln Arts Centre in New York, as well as other centres in Ohio, Philadelphia, Cleveland, Syracuse and Los Angeles.

Douglas chose Turner as its partner after visiting "the US looking for expertise in building convention centres and in management contracting after the project was first announced two years ago," said Mr Mazzoni.

"After our visit, some pos-

sible US partners came to the UK to give us presentations and then we set up the venture with Turner after a visit to America."

The management contract was awarded by Birmingham City Council's company NEC Ltd after competitive tender and interviews with the proposed management team for

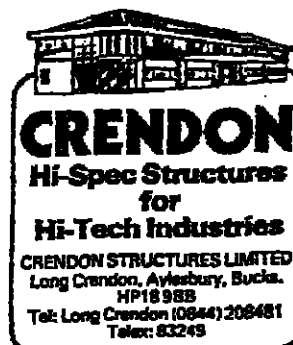
the project. Building the convention centre will provide jobs for up to 1,000 people for three and a half years.

Work will start on site in January, and Douglas and Turner are now working with the designers on the final stages of planning the project.

Another Sainsbury supermarket

WIMPEY CONSTRUCTION UK has received contracts for housing, refurbishment and retail development totalling some \$2m. A \$4.62m complex of over 5,000 sq m is to be built for J. Sainsbury at Beddingfield Way, Bury St. Edmunds, Suffolk, involving erection and fitting-out of a single-storey house-and-garden centre, in Claydon Lane, Rayleigh Weir, Essex. The floor area will be some 3,300 sq m.

The contract is due for completion in June. Valued at just over £1m, Wimpey has been awarded a contract by the London Borough of Havering, for the refurbishment of housing in Harold Hill. Due for completion in April, the work comprises external wall insulation and window replacements on 103 houses and flats, together with the rebuilding of a garden wall. Another refurbishment contract, let by The London Borough of Bromley and valued at £244,000 is for the refurbishment of 54 houses in Chipperfield Road, St Pauls Cray, Bromley, Kent. Completion is due in June.



Jetties for America's Cup yachts

TEAMWORK CONSTRUCTION PTY, Australian subsidiary of Taylor Woodrow, has won a \$25.2m (\$500,000) design and construct contract for jetties works to prepare mooring facilities for visitors to the America's Cup sailing competition early next year. The order, for the work at Hillary's boat harbour about 15 km north of Perth on the Indian Ocean has been placed by the Western Australian Department of Marine and Harbours. Work has started and entails building more than 350 mooring pens for boats from 10 to 25 metres long, which are expected during the America's Cup in January and February. The contract is due for completion in December. These pens can be subsequently converted to provide moorings for up to 400 small to medium boats between 8-15 metres in length. The jetties will be supported by tubular steel piles and will have hand-welded concrete piers. They will include pre-stressed, pre-cast concrete walkway units and pre-cast concrete floating pontoons in the walkways and finger pier jetties.

Psycho-geriatric hospital

SHEPHERD CONSTRUCTION has secured contracts worth a total of almost £12m. This includes psycho-geriatric hospital in West Bromwich, Stockport's new magistrates court and a Sainsbury's supermarket at Hanley, Stoke-on-Trent. Located at Edward Street Hospital, West Bromwich, the psycho-geriatric hospital is worth over £4.7m and is to be built for the West Midlands Regional Health Authority, for completion in November 1988. It comprises a three-storey

hospital building of over 60,000 sq ft floor area, together with a mortuary, generator house, switchroom and gas meter house. The contract to build the new Stockport magistrates court and external works including a car park, is worth over £4.6m and calls for completion in November 1986. Working for CL (Trent), Shepherd is to build the structural shell and external works for the new Sainsbury's supermarket at Hanley, Stoke-on-Trent, for completion in November 1988. Its contract value approaches £1.6m.

Developments at Worcester

Contracts worth more than £5m have been awarded to TARMAC CONSTRUCTION. The largest, at about £2m, is for building the shell of a supermarket, filling station and shops at St Peter's Green, about two miles south of Worcester. Work on the project, for Provincial Developments, starts shortly and is scheduled for completion next summer. Other contracts include warehouse extensions at Cheltenham, Gwent for Glass Glover Group (£700,000); factory units at Middlesbrough, for Pilkington

Commercial Property (£660,000); refurbishing a store at Chichester, for Woolworth Properties (£432,000); and a fee management contract for fitting-out a factory for farm laboratories at Daresbury, Chelmsford for Biotek (£245,000). Projects awarded to Tarmac Construction Refurb, the refurbishment specialist company, include modernising a store at Cheltenham for Woolworth Properties (£800,000) and extending communal facilities at Aston University, Birmingham (£497,000).

Office block at Reading

Contracts in the south and west worth £12m have been won by ERNEST IRELAND CONSTRUCTION, part of the Mowlem group. The largest, valued at £1.8m, is one of two awards from Pearl Assurance and is for the construction of a seven-storey building at Station Rd, Reading, with shops at the ground floor level, storage beneath and five floors of air-conditioned offices above totalling 30,000 sq ft. Of reinforced concrete frame construction, the building will have facing brickwork to the front elevation. Work has started for completion in September 1987. At Crowmarsh, near Wallingford in Oxfordshire, the company has won a £1.1m contract for the Commonwealth Agricultural Bureaux International Centre. The work involves extensive alterations to buildings, which were once part of Carmel College, to form office suites and administrative facilities totalling 40,000 sq ft. For Sainsbury's, Ernest Ireland is undertaking a £1.35m extension to the store and associated car park in Bath for completion in late Spring 1987. The company has won further work at the Astec West business park. The new contract—Astec

West 700—comprises a 20,000 sq ft warehouse with integral office space valued at £241,000 for Spaxton, UK, importers and exporters of computer equipment.

THARSIS

THE THARSIS PUBLIC LIMITED COMPANY
INTERIM STATEMENT FOR SIX MONTHS
ENDED 30th JUNE, 1986

	6 months to 30.6.86 (unaudited)	6 months to 30.6.85 (unaudited)	Year 1985
Turnover	£2,591	£2,802	£7,000
Profit before taxation	464	660	1,328
Estimated taxation	35	70	31
Profit after taxation	369	590	1,297
Earnings per share calculated on 2,600,000 shares in issue	14.2p	22.7p	49.9p
Pyrites Export Sales	Tons	Tons	Tons
Tonnage	161,804	113,497	219,728

During the first six months of the sales of mineral, produced by Compañía Española de Minas de Tharsis, S.A., to our customers in Belgium, Italy and Greece have been satisfactory. It is expected that the total level of sales of pyrites during this year will be similar to that of 1985.

Over the period 1983 to 1985 the Company was able to offset part of the cost of disposal of the clinders, produced from pyrites sold to Belgium against a deferred income received in compensation for the failure of a customer to meet their contractual commitment to buy these clinders. The final trade of this deferred income, amounting to £452,000, was used to offset expenses in 1985, and from the beginning of this year the total cost of disposal will have to be borne by the Company.

Due to the international nature of our business the trading results are subject to fluctuations in exchange rates, but no substantial differences have occurred during January/June. The annual results, of course, are subject to any exchange fluctuations during the second half of the year.

The house development project is now complete with the sale of all the remaining stock of houses during the period. Significant revenue from land development cannot be expected without further investment and the Board is considering a number of opportunities. The results stated above for the year to 31st December, 1985 are abridged from the full accounts for that year, which have received an unqualified report from the auditors and have been filed with the Registrar of Companies. The Directors declare an interim dividend for 1986 at the rate of 2 pence per share (1985: 2 pence per share) (inclusive of any tax credit or tax deduction amounting to £52,000, payable on and after 4th November, 1986. The Chairman of the Company is Mr. Frédéric Velge.

OVERSEAS

Refurbishing Cleopatra

HIGGS and HILL CONSTRUCTION (EGYPT) has been awarded a contract by Esm employees services committee, for the fitting out and refurbishment of four floors and mezzanine level of the Cleopatra building at Heliopolis, Cairo. The works involve construction of the floors and executive offices and a boardroom on the second floor. The mezzanine will be used for medical facilities, mosque and computer rooms. On the ground floor an entrance and waiting area will be created, together with club, kitchens and recreational facilities. The Spanish Ambassador to Egypt

has awarded a contract for the complete interior decoration of the Ambassador's residence in Zamalek, Cairo.

* TAYMECH (USA) INC, Dallas, US, building services subsidiary of the Taylor Woodrow Group, has been awarded a contract worth \$1.6m (£1m) for the installation of the mechanical, plumbing, fire protection and site utilities for the Park Central XII office building in Dallas, Texas. The building, due for completion in late Spring 1987, will be the world headquarters for the Steak & Ale Restaurant Company, a subsidiary of the Pillsbury Company of Minneapolis, Minnesota.

Notice of Redemption to the Holders of

Canadian Pacific Securities Limited (CPSL)

Can\$40,000,000 1794%
Guaranteed Notes due 1987 (the Notes)
Guaranteed by Canadian Pacific Enterprises
Limited (CPE)

NOTICE IS HEREBY GIVEN that pursuant to Condition 3(c) of the Terms and Conditions of the Notes CPSL has elected to redeem all of the Notes on November 17th, 1986 at 100 per cent. of their principal amount plus accrued interest (Can. \$0.89 per Note) up to but excluding the Redemption date. Interest on the Notes will cease to accrue on the Redemption date.

Payment of the Redemption proceeds (Can. \$1,000.89 per Note) will be made against presentation and surrender of the Notes cum Coupon due November 15th, 1987 at any of the Paying Agents listed below. In the event that Notes are presented at Coupon due November 15th, 1987, the face value Can. \$177.50 will be deducted from the Redemption proceeds.

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4600 Dortmund 1

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& Trust Company

88 William Street

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1000 Brussels, Belgium

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3 rue de la Harpe, 75440 Paris, France

Morgan Guaranty

Trust Company of New York

Morgan House

1 Angel Court, London EC2N 2NT

Kreditbank SA Luxembourg

40 Boulevard Royal

2955 Luxembourg

Coupons which mature prior to the Redemption date should be detached and presented for payment in the normal fashion.

DATED: LONDON, 13 OCTOBER, 1986

For and on behalf of

Canadian Pacific Securities Limited by:

ORION ROYAL BANK LIMITED

A member of The Royal Bank of Canada Group

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- The Bell tender may be intended as a prelude to a full offer at a higher price
- The maximum price of 320p is no higher than the level at which your shares stood a mere four months ago
- Since 1982 Morgan Crucible has achieved an average growth in earnings per share of 73.0% per annum
- Morgan Crucible is a world leader in the supply of specialist products to technologically advanced industries
- The Board of Morgan Crucible has re-affirmed that 1986 will be another successful year

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YOUR SHARES TO BELL. WE URGE YOU TO BACK
YOUR BOARD AND IGNORE THE BELL TENDER.**



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NEW YORK STOCK EXCHANGE COMPOSITE CLOSING PRICES

Continued on Page 29

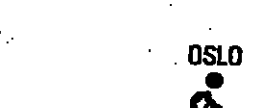
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Nasdaq national market, prices, October 10

Sales (Hed)					Stock					Sales (Hed)					Stock					Sales (Hed)					Stock				
		High	Low	Last	Chg			High	Low	Last	Chg			High	Low	Last	Chg			High	Low	Last	Chg			High	Low	Last	Chg
ADCO	18	198	19	198	+	Chow	21	20	195	129	-	FCOMC	1.20	8	111	174	477	174	+	Kincard	17	308	153	13	154	+	+	+	+
AGC	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
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AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
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AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
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AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
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AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
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AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121	144	13	144	+	+	+	+
AT&T	18	198	19	198	+	Chow	21	20	195	129	-	FEMP	1.40	14	132	132	322	322	+	Kinders	36	121							

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CURRENCIES, MONEY & CAPITAL MARKETS

Financial Times Monday October 13 1986

FOREIGN EXCHANGES

Sterling and dollar remain out of favour

STERLING ATTRACTED considerable attention last week, as the dollar went through a quiet phase, interspersed with periods of nervousness about the West German Bundesbank's intentions. The main fear overhauling the market was fear of Bundesbank intervention, although this was somewhat dispelled on Friday, when Mr Claus Kohler, a director of the central bank, said intervention earlier in the week was not aimed at defending a particular level. He added that the joint dollar buying, involving other European central banks, was designed to brake the decline of the US currency, and not reverse a trend. There was no lack of news to

influence the pound, but in the end this proved to be mainly inconclusive, leaving financial markets in London nervous and wary. Attention centred on the UK money supply figures: the Conservative Party Conference at Bournemouth; and the meeting of ministers from the Organisation of Petroleum Exporting Countries in Geneva. Economic forecasters generally expected a rise of about 3 per cent in sterling M3 money supply in the month to mid-September, and therefore the published figure of 1 1/2 per cent 1/4 per cent was greeted with some relief. This impact on sterling was muted

however. Dealers remained concerned about the impact of the Opec meeting, and wanted to hear some reassuring words from the Tory Party conference, particularly from Mr Nigel Lawson, Chancellor of the Exchequer. As the market watched nervously the news from Geneva, the Chancellor caused disappointment by deferring any comments about sterling and interest rates until his speech in the City, at the Lord Mayor's banquet, on Thursday. Although there was disappointment that the week had proved inconclusive, the market was just prepared to give the Government the benefit of the doubt about its

economic policies. Sterling improved on Friday and the upward pressure on London interest rates eased. Nothing had been settled however. The pound had scraped through without suffering a full blown crisis, and the authorities succeeded in avoiding an immediate rise in UK bank base rates. The oil news was not encouraging for sterling, amid reports of high production by Opec, ahead of the agreement to limit output from September, leading to a high level of world oil stocks and fairly low demand. The money supply figures passed off without too much fuss, but

dealers have not forgotten the last UK trade figures, and the record deficit. Some fairly pointed questions are being asked about economic policy at present and the market will require satisfactory replies from the Chancellor on Thursday. Although there was little news to influence the dollar, a weak undercurrent was maintained. Apart from US producer prices for September on Friday there were no other economic figures last week. Higher energy prices resulted in a rise of 0.4 per cent in the producer price index, compared with 0.3 per cent in August. This was towards the top end of most forecasts, and may sound a

warning bell about inflationary pressure, but is possible not bad news for the dollar, since an end to the downward spiral in inflation may encourage the Federal Reserve from another cut in its discount rate. Central bank intervention on Tuesday halted the dollar's decline at DM1.9615, and even after Mr Kohler's comments on Friday the market showed reluctance to push the rate below DM1.9550. Further direction may be supplied by this week's US economic data, including retail sales Wednesday, business inventories Thursday, and housing starts Friday.

£ IN NEW YORK

Oct 10	Close	Previous
6 Sept	1.4335-1.4345	1.4220-1.4240
1 month	0.55-0.53	0.50-0.56 pm
3 months	1.70-1.68 pm	1.80-1.77 pm
12 months	0.05-0.09 pm	0.04-0.04 pm

Forward premiums and discounts apply to the US dollar.

STERLING INDEX

Oct 10	Close	Previous
6 Sept	67.7	67.3
10 Oct	67.7	67.5
11 Oct	67.7	67.5
12 Oct	67.7	67.5
13 Oct	67.7	67.5
14 Oct	67.7	67.5
15 Oct	67.7	67.5
16 Oct	67.7	67.5
17 Oct	67.7	67.5
18 Oct	67.7	67.5
19 Oct	67.7	67.5
20 Oct	67.7	67.5
21 Oct	67.7	67.5
22 Oct	67.7	67.5
23 Oct	67.7	67.5
24 Oct	67.7	67.5
25 Oct	67.7	67.5
26 Oct	67.7	67.5
27 Oct	67.7	67.5
28 Oct	67.7	67.5
29 Oct	67.7	67.5
30 Oct	67.7	67.5
31 Oct	67.7	67.5

CURRENCY MOVEMENTS

Oct 10	Bank of England	Morgan Guaranty
Oct 10	67.7	67.3
10 Oct	67.7	67.5
11 Oct	67.7	67.5
12 Oct	67.7	67.5
13 Oct	67.7	67.5
14 Oct	67.7	67.5
15 Oct	67.7	67.5
16 Oct	67.7	67.5
17 Oct	67.7	67.5
18 Oct	67.7	67.5
19 Oct	67.7	67.5
20 Oct	67.7	67.5
21 Oct	67.7	67.5
22 Oct	67.7	67.5
23 Oct	67.7	67.5
24 Oct	67.7	67.5
25 Oct	67.7	67.5
26 Oct	67.7	67.5
27 Oct	67.7	67.5
28 Oct	67.7	67.5
29 Oct	67.7	67.5
30 Oct	67.7	67.5
31 Oct	67.7	67.5

CURRENCY RATES

Oct 10	Bank rate	Special	European
Oct 10	67.7	67.3	67.3
10 Oct	67.7	67.5	67.5
11 Oct	67.7	67.5	67.5
12 Oct	67.7	67.5	67.5
13 Oct	67.7	67.5	67.5
14 Oct	67.7	67.5	67.5
15 Oct	67.7	67.5	67.5
16 Oct	67.7	67.5	67.5
17 Oct	67.7	67.5	67.5
18 Oct	67.7	67.5	67.5
19 Oct	67.7	67.5	67.5
20 Oct	67.7	67.5	67.5
21 Oct	67.7	67.5	67.5
22 Oct	67.7	67.5	67.5
23 Oct	67.7	67.5	67.5
24 Oct	67.7	67.5	67.5
25 Oct	67.7	67.5	67.5
26 Oct	67.7	67.5	67.5
27 Oct	67.7	67.5	67.5
28 Oct	67.7	67.5	67.5
29 Oct	67.7	67.5	67.5
30 Oct	67.7	67.5	67.5
31 Oct	67.7	67.5	67.5

OTHER CURRENCIES

Oct 10	Bank rate	Special	European
Oct 10	67.7	67.3	67.3
10 Oct	67.7	67.5	67.5
11 Oct	67.7	67.5	67.5
12 Oct	67.7	67.5	67.5
13 Oct	67.7	67.5	67.5
14 Oct	67.7	67.5	67.5
15 Oct	67.7	67.5	67.5
16 Oct	67.7	67.5	67.5
17 Oct	67.7	67.5	67.5
18 Oct	67.7	67.5	67.5
19 Oct	67.7	67.5	67.5
20 Oct	67.7	67.5	67.5
21 Oct	67.7	67.5	67.5
22 Oct	67.7	67.5	67.5
23 Oct	67.7	67.5	67.5
24 Oct	67.7	67.5	67.5
25 Oct	67.7	67.5	67.5
26 Oct	67.7	67.5	67.5
27 Oct	67.7	67.5	67.5
28 Oct	67.7	67.5	67.5
29 Oct	67.7	67.5	67.5
30 Oct	67.7	67.5	67.5
31 Oct	67.7	67.5	67.5

FORWARD RATES

Oct 10	Bank rate	Special	European
Oct 10	67.7	67.3	67.3
10 Oct	67.7	67.5	67.5
11 Oct	67.7	67.5	67.5
12 Oct	67.7	67.5	67.5
13 Oct	67.7	67.5	67.5
14 Oct	67.7	67.5	67.5
15 Oct	67.7	67.5	67.5
16 Oct	67.7	67.5	67.5
17 Oct	67.7	67.5	67.5
18 Oct	67.7	67.5	67.5
19 Oct	67.7	67.5	67.5
20 Oct	67.7	67.5	67.5
21 Oct	67.7	67.5	67.5
22 Oct	67.7	67.5	67.5
23 Oct	67.7	67.5	67.5
24 Oct	67.7	67.5	67.5
25 Oct	67.7	67.5	67.5
26 Oct	67.7	67.5	67.5
27 Oct	67.7	67.5	67.5
28 Oct	67.7	67.5	67.5
29 Oct	67.7	67.5	67.5
30 Oct	67.7	67.5	67.5
31 Oct	67.7	67.5	67.5

MONEY MARKETS

Continued agitation over higher rates

PRESSURE EASED on interest rates on the London money market on Friday, but doubt and confusion was evident throughout the week. On Monday the authorities sold the £200m of gilt tapelets announced the previous Friday, and as dealers had come to suspect the UK money supply figures on Tuesday were better than the general level of forecasts. The tapelets had encouraged hopes that forecasts in the region of 3 per cent for the monthly rise in sterling M3 were too high. By the time the rise of 1 1/2 to 1 3/4 per cent was announced it was not a great surprise, although a relief.

FT LONDON INTERBANK FIXING

Oct 10	Bank rate	Special	European
Oct 10	67.7	67.3	67.3
10 Oct	67.7	67.5	67.5
11 Oct	67.7	67.5	67.5
12 Oct	67.7	67.5	67.5
13 Oct	67.7	67.5	67.5
14 Oct	67.7	67.5	67.5
15 Oct	67.7	67.5	67.5
16 Oct	67.7	67.5	67.5
17 Oct	67.7	67.5	67.5
18 Oct	67.7	67.5	67.5
19 Oct	67.7	67.5	67.5
20 Oct	67.7	67.5	67.5
21 Oct	67.7	67.5	67.5
22 Oct	67.7	67.5	67.5
23 Oct	67.7	67.5	67.5
24 Oct	67.7	67.5	67.5
25 Oct	67.7	67.5	67.5
26 Oct	67.7	67.5	67.5
27 Oct	67.7	67.5	67.5
28 Oct	67.7	67.5	67.5
29 Oct	67.7	67.5	67.5
30 Oct	67.7	67.5	67.5
31 Oct	67.7	67.5	67.5

WEEKLY CHANGE IN WORLD INTEREST RATES

Oct 10	Bank rate	Special	European
Oct 10	67.7	67.3	67.3
10 Oct	67.7	67.5	67.5
11 Oct	67.7	67.5	67.5
12 Oct	67.7	67.5	67.5
13 Oct	67.7	67.5	67.5
14 Oct	67.7	67.5	67.5
15 Oct	67.7	67.5	67.5
16 Oct	67.7	67.5	67.5
17 Oct	67.7	67.5	67.5
18 Oct	67.7	67.5	67.5
19 Oct	67.7	67.5	67.5
20 Oct	67.7	67.5	67.5
21 Oct	67.7	67.5	67.5
22 Oct	67.7	67.5	67.5
23 Oct	67.7	67.5	67.5
24 Oct	67.7	67.5	67.5
25 Oct	67.7	67.5	67.5
26 Oct	67.7	67.5	67.5
27 Oct	67.7	67.5	67.5
28 Oct	67.7	67.5	67.5
29 Oct	67.7	67.5	67.5
30 Oct	67.7	67.5	67.5
31 Oct	67.7	67.5	67.5

LONDON MONEY RATES

Oct 10	Bank rate	Special	European
Oct 10	67.7	67.3	67.3
10 Oct	67.7	67.5	67.5
11 Oct	67.7	67.5	67.5
12 Oct	67.7	67.5	67.5
13 Oct	67.7	67.5	67.5
14 Oct	67.7	67.5	67.5
15 Oct	67.7	67.5	67.5
16 Oct	67.7	67.5	67.5
17 Oct	67.7	67.5	67.5
18 Oct	67.7	67.5	67.5
19 Oct	67.7	67.5	67.5
20 Oct	67.7	67.5	67.5
21 Oct	67.7	67.5	67.5
22 Oct	67.7	67.5	67.5
23 Oct	67.7	67.5	67.5
24 Oct	67.7	67.5	67.5
25 Oct	67.7	67.5	67.5
26 Oct	67.7	67.5	67.5
27 Oct	67.7	67.5	67.5
28 Oct	67.7	67.5	67.5
29 Oct	67.7	67.5	67.5
30 Oct	67.7	67.5	67.5
31 Oct	67.7	67.5	67.5

NEW YORK

Oct 10	Bank rate	Special	European
Oct 10	67.7	67.3	67.3
10 Oct	67.7	67.5	67.5
11 Oct	67.7	67.5	67.5
12 Oct	67.7	67.5	67.5
13 Oct	67.7	67.5	67.5
14 Oct	67.7	67.5	67.5
15 Oct	67.7	67.5	67.5
16 Oct	67.7	67.5	67.5
17 Oct	67.7	67.5	67.5
18 Oct	67.7	67.5	67.5
19 Oct	67.7	67.5	67.5
20 Oct	67.7	67.5	67.5
21 Oct	67.7	67.5	67.5
22 Oct	67.7	67.5	67.5
23 Oct	67.7	67.5	67.5
24 Oct	67.7	67.5	67.5
25 Oct	67.7	67.5	67.5
26 Oct	67.7	67.5	67.5
27 Oct	67.7	67.5	67.5
28 Oct	67.7	67.5	67.5
29 Oct	67.7	67.5	67.5
30 Oct	67.7	67.5	67.5
31 Oct	67.7	67.5	67.5

PARIS

Oct 10	Bank rate	Special	European
Oct 10	67.7	67.3	67.3
10 Oct	67.7	67.5	67.5
11 Oct	67.7	67.5	67.5
12 Oct	67.7	67.5	67.5
13 Oct	67.7	67.5	67.5
14 Oct	67.7	67.5	67.5
15 Oct	67.7	67.5	67.5
16 Oct	67.7	67.5	67.5
17 Oct	67.7	67.5	67.5
18 Oct	67.7	67.5	67.5
19 Oct	67.7	67.5	67.5
20 Oct	67.7	67.5	67.5
21 Oct	67.7	67.5	67.5
22 Oct	67.7	67.5	67.5
23 Oct	67.7	67.5	67.5
24 Oct	67.7	67.5	67.5
25 Oct	67.7	67.5	67.5
26 Oct	67.7	67.5	67.5
27 Oct	67.7	67.5	67.5
28 Oct	67.7	67.5	67.5
29 Oct	67.7	67.5	67.5
30 Oct	67.7	67.5	67.5
31 Oct	67.7	67.5	67.5

BRUSSELS

Oct 10	Bank rate	Special	European
Oct 10	67.7	67.3	67.3
10 Oct	67.7	67.5	67.5
11 Oct	67.7	67.5	67.5
12 Oct	67.7	67.5	67.5
13 Oct	67.7	67.5	67.5
14 Oct	67.7	67.5	67.5
15 Oct	67.7	67.5	67.5
16 Oct	67.7	67.5	67.5
17 Oct	67.7	67.5	67.5
18 Oct	67.7	67.5	67.5
19 Oct	67.7	67.5	67.5
20 Oct	67.7	67.5	67.5
21 Oct	67.7	67.5	67.5
22 Oct	6		

SECTION III

FINANCIAL TIMES SURVEY

Management Consultancy

The harsh economic climate early this decade has, paradoxically, led to a revival in the fortunes of management consultants as the corporate sector has sought help in raising efficiency

The quest is on for value for money

By HAZEL DUFFY

IF THERE could have been only one sector which prospered in the difficult years of the 1980s, it would have had to be management consultancy. With hindsight, it can be seen that all the ingredients for success were present for those consultants who are well managed (surprisingly, not always the case), reasonably aggressive, and able to offer the client consistently good service.

After the boom years of the late 1960s, when management consultancy might be said to have been discovered (although the origins of the profession go back very much further), the atmosphere began to change. Consultants, perhaps more intent on theoretical than practical solutions, cast a cloud over the practice, which rather went out of fashion.

But the harsh economic climate in the early 1980s, culminating in international economic recession and causing companies to pare down their staff in all but the most essential areas, led paradoxically to a revival in the fortunes of management consultants. They were being increasingly called in to provide advice that was no longer available in-house.

This trend of the 1980s is consistent with the growing tendency for the corporate sector to place their intermittent need for business services outside their own establishments, whether it be management of their vehicle fleets, executive recruitment or public relations consultants. In the case of management consultants, however, the advice they can give is, frequently, critical to the company's future.

Allied to this trend in ser-

vices has been the explosive growth in the application of computer systems, information technology and telecommunications, on which companies need expert advice regarding the choice of system, its implementation and consequent reorganisation of human resources. It was a need quickly spotted by the more agile consultants a few years back, and it continues to be the most dynamic growth area. P.A. Technology, for instance, is enjoying annual growth of 30 per cent.

Still working in the consultants' favour is the emphasis on value for money in the public sector — the buzz word in government circles since 1979. Like manufacturing, the public sector has been under growing pressure from the Government to improve performance with smaller, or at best static budgets.

Central Government and the nationalised industries have long been users of consultants, but in the late 1970s they were joined by local authorities and more recently by the National Health Service in programmes designed to boost efficiency. The increasingly management-orientated style of the civil service is likely to keep the public

sector lively for consultants, although some slowdown in growth around an election is probable. Manufacturing technology is another growth area—computer aided design and manufacturing, robotics, small batch systems—fostered by industry's need to streamline its manufacturing, and to identify and design products which it can bring quickly to the market.

The increasing concentration of manufacturing on an international basis is expected to intensify the demand for such aids. It is an area where the major consultants face considerable competition from specialist consultancy practices like Ingersoll.

While the more hard-pressed sectors of the economy call on consultants, the expanding services sector provides an equally challenging market. The changing face of retailing is one example, while banking and financial services before the Big Bang, have found substantial need for technical consultancy and improved managerial systems consequent on the rapid change in their businesses.

Fee income of the member firms of the Management Consultancies Association (covering about 60 per cent of the industry — there are some

notable non-members including P.A. Arthur D. Little and other major American-owned firms) doubled in the UK between 1983 and 1985 to total £142m. Mr Brian O'Rourke, executive director, predicts continuing growth but less rapid than recently.

One reason for his prediction: "Firms are finding it increasingly difficult to get people of the right calibre," he says.

Mr Neil Kilpatrick, chief executive P.A., still the market leader, in spite of the onslaughts of the consultancy arms of the accountants, says: "Growth in the market makes this an exciting business but some of the problems in coping with that growth are apparent. The clients want specialism. We have to provide in-depth expertise, which has quite substantial implications on how you staff and manage the business."

P.A., which with Inbucon and P-E, are the largest independents, face tough competition from the consultants who are part of the big accountancy firms, as well as from the smaller specialist consultants in this fragmented industry. The larger software houses also compete in the key IT areas.

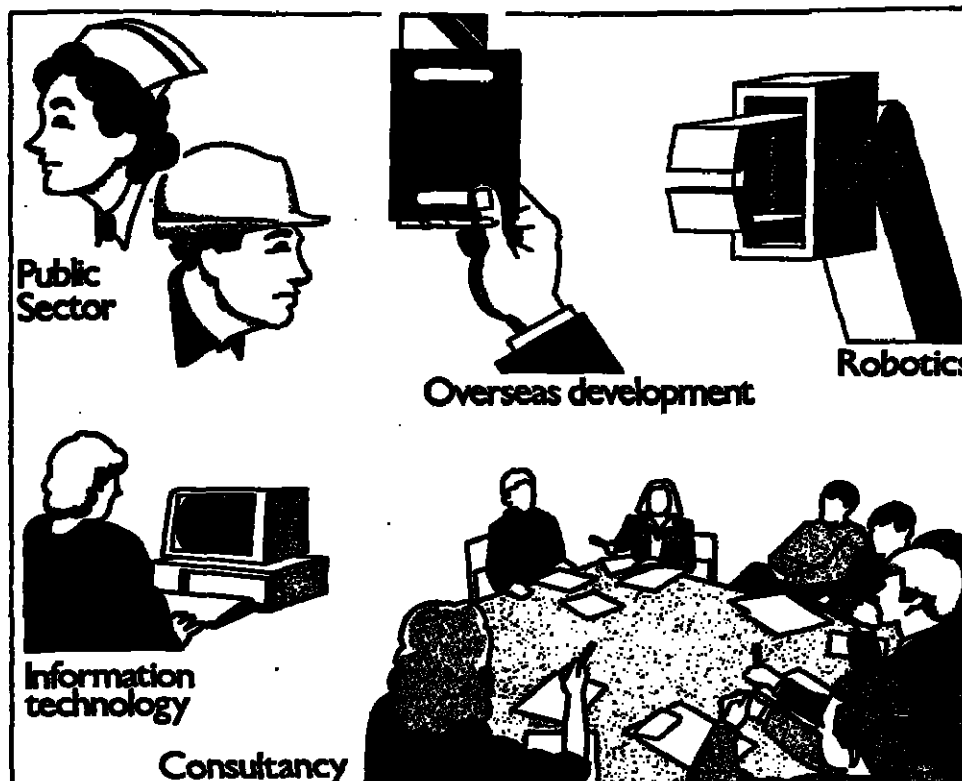
Mr David Miller, managing director Coopers & Lybrand consultants, which has expanded

most vigorously among the accountants, (revenue this year will exceed £40m) explains his strategy: "We decided a few years back to offer our services increasingly on a sector basis, like retailing, transport etc. This means that we try to recruit people who are both sector specialists and have a special skill." Nine of Coopers' 49 directors have been recruited from senior positions outside.

Trying to ensure consistent high standards of professional competence—in addition to the reputation of the firm—is the Institute of Management Consultants. Membership is personal, irrespective of the firm, and there are moves to scrutinise and admit as affiliates the many consultants who practice on a part time basis—university lecturers, for example. Nevertheless, so far this year, 15 per cent of candidates applying for membership have been refused.

Personnel is the major selling point of consultants, along with the ability to deliver the clients' required scale of benefits and effect change speedily and effectively, all of which requires considerable skills. The consultancy business is already highly competitive—most jobs are won on competitive tender—and the ability to offer these skills will be paramount in deciding the successes.

In the past three years, there have been considerable changes in the sector: most obviously, the growth of the accountants' consultants, which has sprung from the desire of the accountancy firms to find an activity outside the slow growth traditional auditing and accounting. Audit clients provided much of the business at



MCA Trends 1981-85

	1981	1982	1983	1984	1985
Fee income					
British Isles	45,436	57,512	70,707	96,139	142,232
Overseas	19,171	22,090	24,096	24,178	26,260
Total	64,607	79,602	94,803	122,317	168,512
United Kingdom					
Private sector	38,836	45,422	52,503	71,479	107,683
Public sector	6,951	12,092	15,204	26,660	34,549
Consultants	1,720	1,571	2,581	2,982	3,283

Source: MCA.

the outset, but today consultants win business on their own reputations.

Price Waterhouse is catching up on Cooper's lead, followed by Peat Marwick—whose consultancy wing has taken off after a slow start and could receive an added impetus if the parent company merges with Kierulff Main Goederle, as proposed, to form the largest accountancy firm in the world. Arthur Andersen, Deloitte Haskins and Sells, Arthur Young, and Touche Ross complete the top accountancy roll in management consultancy.

call with others like Ernst and Whinney and Stoy Hayward making their mark. Also during this period, P-E went public, and Price Waterhouse took over the old-established Urwick, Orr. Considerable interest will be focused on the recent departure of Mr Gordon Edge from P.A. Technology, which he built up. But the biggest question mark over the future of the sector is posed by Saatchi and Saatchi's takeover of Hay MSL two years ago, which was the spearhead of a bid to get big in management consultancy.

Restructuring of the Hay Group worldwide is under way, with recruitment advertising and executive search business (Hay's traditional strength) being separated from the management consultancy.

A new chairman and chief executive, Mr Claudio Belli, has been brought in to head and strengthen the consulting company. Saatchi's plans could well find appeal with other big groups in services which have not so far included management consultants.



Management Consultancies Association

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Grant Thornton
Management Consultants Ltd
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Green, Belfield Smith & Co
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Basingstoke
Hants RG21 2XN

Pannell, Kerr Forster Associates
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London EC1N 8JA

Peat, Marwick, Mitchell & Co
Management Consultants
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London EC4V 3PD

P-E Consulting Services Ltd
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Egham
Surrey TW20 OHW

Price Waterhouse
Management Consultants
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London SE1 9QL

Robson Rhodes
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Spicer & Pegler Associates
65 Crutched Friars
London EC3N 2NP

Stoy Hayward Ltd
8 Baker Street
London W1M 1DA

Touche Ross
Management Consultants
Hill House, 1 Little New Street
London EC4A 3TR

The Management Consultancies Association was formed in 1956. Its primary purpose is to ensure that management consulting work is carried out to exacting standards by requiring adherence to a code of professional practice. The Association also prides itself upon its stringent conditions for membership which relate to the stability, experience and qualifications of its professional workforce. These are verified annually. Approximately 60% of the management consultancy work known to have been undertaken in the United Kingdom in 1985 was carried out by members of the Association.

The services provided by Members include:

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- Manufacturing Management & Technology
- Finance & Administration
- Executive Selection
- Personnel Management & Training
- Information Technology
- Economic & Environmental Studies

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The Executive Director of the Association maintains records of the specialist skills and industry experience of member firms. He is in a position to provide potential clients with a shortlist of member firms whose project experience matches the task in view. Such advice is impartial and confidential.

Brian O'Rourke, Executive Director, Management Consultancies Association,
11 West Halkin Street, London SW1X 8JL.

Please send details of the Association and the services your member firms provide:

Name: _____ Firm: _____

Address: _____

Tel: _____ Postcode: _____

Management Consultancy 2

Marketing Services

Sharpening the image of corporate identity

CONSULTANCY services to companies have ranged increasingly in recent years away from a strict interpretation of management consultancy to cover a broad variety of marketing services, such as public relations, advertising, design and market research.

All these marketing service operations have sought to show that an important element in consultancy work is the image a company or organisation presents to its various audiences—either internally or externally—and how to get most effectively the true message across.

By understanding the needs of the business, marketing services consultancy can help companies understand more fully their corporate objectives and communications goals.

The drawback to this increasingly important function, however, is that the demand has grown too fast for the quality of marketing consultancy work

to keep up. Many practitioners in these areas lack the strict disciplines of a traditional management consultancy—with the consequence that many users are beginning to query the validity of the marketing service approach.

The fastest-growing marketing consultancy sector of the 1980s has, without doubt, been the public relations consultancy business. The fact that PR companies call themselves consultancies—as opposed to agencies—clearly reflects that they do see themselves very much as earning their fees through their intellectual knowledge rather than simply acting as an agent (as happens with advertising agencies).

Unfortunately, too many PR companies have realised that it is as easy—or easier—to make money from acting as a consultant, as well as a consultant. Hence the desire from some consultancies to push in the

direction of their clients' expensive services such as exhibitions and brochures, for which they can charge cost-price plus an agency fee of between 15 and 20 per cent.

This is the reason why some PR "consultancies" reveal a relatively low fee income from their consultancy work but still manage a healthy profit from charging their agents' commission on providing services.

Public relations in the UK, however, has still grown from strength to strength in the 1980s as it has—in the main—provided a more cost effective and efficient means of communicating messages.

Figures from the Public Relations Consultants Association, the main trade body, show that its 113 members reported a 22 per cent increase in fee income last year to top £50m for the first time. Other sources suggest that the total fee income for all consultancies, including

the hundreds of smaller consultancies, may have reached £100m.

The key factor behind this growth in the early 1980s was the recession, which saw many companies cut back on their advertising and new newspapers—and the move by consultancies to adopt a more sophisticated approach to meeting specific target groups within the media.

As a result of this upsurge in demand there has, not surprisingly, been a restructuring of the sector over the past year. A number of leading consultancies have sought either a full market or Unlisted Securities Market listing—with mixed results—as well as using their quotation to help finance acquisitions of other small to medium-sized consultancies.

Large advertising agencies have also sought to establish themselves in the PR sector through acquisition. Saatchi & Saatchi, for example, has bought Kingsway and Grandard; Wight Collins Rutherford and

specialist consultancies who have the contacts in the City.

Another factor boosting consultancy growth has been the emergence of new media opportunities—such as breakfast television and new newspapers—and the move by consultancies to adopt a more sophisticated approach to meeting specific target groups within the media.

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Scott acquired Biss Lancaster; and Lowe Howard Spinks recently took over the troubled Good Relations Group.

Although there are disturbing signs that standards in PR are actually slipping—a result of too much demand with too few able practitioners—some PR consultancies are trying to take a more disciplined approach.

Reginald Watts Associates, for example, carries out detailed communications audits for companies—costing up to £25,000—which seek to analyse the communication needs of a company or organisation. Mr Reginald Watts, former chairman of Burson-Marsteller in the UK and who now runs his own consultancy, is worried that many consultancies are adopting such audits without fully understanding that they require a disciplined approach.

"Many consultants talk to a handful of press people, tele-

phone an analyst or two and then interview the client's board of directors, pulling the best quotes before calling the whole thing a communications audit," he suggests.

"We have developed a series of clear methodologies and disciplines that give clients all they need to gain competitive advantage in the market," he adds.

Apart from the growth experienced by PR consultancies in the 1980s, other sectors—notably design consultancies—have also benefited from a greater awareness of marketing consultancy services.

Design has developed in the 1980s as something of a cottage industry on the fringes of business awareness, to spawn a number of major design consultancies able to deal on an international basis with even the largest of clients. A growing awareness of the need for an effective corporate identity has

encouraged companies and organisations to use specialist design consultants to create the right image on everything from stationery to shop fronts.

The designer, to achieve the right effect, has to delve deep into the corporate culture to ensure that the right message is getting across.

Direct marketing consultancies are another fast-growing sub-sector of the marketing services industry. Direct marketing is increasingly seen as a highly effective means of reaching specialist target groups, especially in business-to-business, marketing and in the booming financial services sector.

But further growth in all areas of marketing services operated by specialist consultancies will clearly depend on a corresponding raising of standards and a more disciplined approach.

David Churchill

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Diversification sets the trend

TO USE the term "accountancy-based consultancy" to the partner in charge of some such practices is to provoke a violent reaction.

"We do not use such language," said Mr David Morris, head of the Management Consultancy practice at Peat Marwick Mitchell. "We are totally involved in management consultancy—our practice was established in 1987 as a separate entity and it operates entirely in its own right."

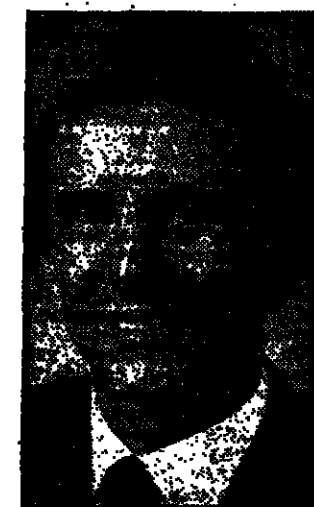
Other practices, however, take a rather more relaxed view, confident perhaps that with accountancy-based consultancies showing even more rapid growth than most independent firms, they are not really required to prove themselves. Coopers and Lybrand and Touche Ross both claim growth rates of approximately 50 per cent for their management consultancy practice in recent years; while Arthur Andersen's 8,000 personnel working in management consultancy worldwide matches the 8,000 the firm employs on the accountancy side. These figures are certainly not to be considered the Johnny-come-lately of the management consultancy world.

There are a number of obvious benefits resulting from the link with accountancy practices. One is the possibility of sharing clients: management consultants may derive anything from 7 per cent up to 50 per cent of their business from clients of the accountancy practice with which they are linked. Gareth Stainer of Deloitte Haskins and Sells points out that this provides a certain amount of protection from the cyclical nature of management consultancy—the audit practice provides a solid underlying base.

However, the link between accountancy and management consultancy is under threat from a proposal from the Department of Trade and Industry that the two services should not be provided for a client by the same firm. Predictably enough, the suggestion has been greeted with something of a raspberry by the profession and is considered most unlikely, in fact, to go through.

For one thing, such a move would contradict totally the changes now taking place in the City; but in addition, there seems very little real need for the change, as Mr Brian Pomeroy of Touche Ross points out: "In theory you could construct situations where there might be a conflict of interest; but in practice they never seem to arise."

Arthur Andersen is one firm where, even if the DTI proposals were to go through, they would not have a very severe effect: only 7 per cent of the consultancy's clients come from the audit side. However, the practice sees other advantages



David Morris, responsible for advanced IT at Arthur Andersen: important to have an international outlook in the financial world. Right, Mr Brian Pomeroy of Touche Ross: in practice conflict of interest doesn't arise



in being part of an international organisation of a size which few independent consultancies can match.

As Mr David Morris, the partner responsible for advanced Information Technology points out: "It is particularly important to have an international perspective in the financial world—banking is truly international today. We have offices in London, New York, Tokyo—just where they are needed. Our internationalism also enables us to centralise our research and development, and our training programme, which centres on Chicago and Geneva. This is important, since to stay in front of the IT business you have to invest a lot in training."

Mr Morris at Peats adds that it is useful for the accountant to be able to bring a wider involvement to his client. He also points to instances where services may draw on both skills: for example, when doing feasibility studies it is useful to involve people skilled in accountancy as well as others practised in market information techniques.

The progression from accountancy to management consultancy occurred fairly naturally in the 1960s and 1970s as a result of such projects: the consultants began by doing accounting-related work and gradually diversified away from it.

Today, however, diversification is proving to be the key, as Mr Bob Simm, partner in charge of Human Resources at Peats, explains: "Organisations are becoming more sophisticated in their use of management consultants. Increasingly they will desire to buy in expertise as and when needed to avoid high payroll costs; with the result that the consultancies develop as centres of excellence."

ness is strongly computer-related. However, there are also interesting developments in other sectors: for example last year the firm arranged a tie-up with a leading specialist in construction project management, Martin Barnes & Partners.

The construction market is the second largest industry sector in the UK economy, and one where projects are becoming increasingly complex—hence the requirement to develop a "centre of excellence."

Touche Ross has become something of a specialist in privatisation, and considers it the leading advisory firm here, having advised the Government on privatising British Gas, Thames Water Authority, the Royal Naval Dockyard and the British Airports Authority. Arthur Andersen is perhaps the firm whose work reflects most clearly the strong emphasis on IT within management consultancy: as much as 80 per cent of the practice's business is in this area.

Mr David Morris, partner responsible for advanced IT, points out that business is becoming increasingly driven by engineering in its broadest sense: successful new initiatives in fast food chains, construction and manufacturing have all been founded on sound engineering extending right the way through from nuts and bolts to advanced information technology.

In this connection Arthur Andersen is setting up a new laboratory (see page 9) in Chiswick, named ATOL (Automation, Technical and Operations Laboratory) designed to enable new, cheaper computing power to be put to practical use in the business environment: it covers robotics, hand-held computers, voice recognition, and many other computer-aided processes.

The consultancy also recently joined up with Rossmore Warwick Limited, a leading exponent of Just-In-Time manufacturing and of advanced manufacturing technology equipment integration.

In the light of all these moves into different areas of operation, right across the board, perhaps the consultancies' reluctance to be thought of predominantly in terms of their connection with accountancy firms is a little understandable.

Catherine Hastings

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Management Consultancy 3

Unsung invisible exports

CONSULTANCY overseas, not just in management but in a wide range of other disciplines, is one of Britain's major unsung invisible exports. Last year, it earned £1,200m. Significantly, that figure is much the same as the amount distributed in overseas aid.

Although the bulk of consultancy earnings derives from the efforts of the individual consultants, the focal point for British consultancy abroad, and respected as such at government level, is the British Consultants Bureau, set up 21 years ago.

"Within our membership," says Major General Ian Harrison, the Bureau's director, "there is hardly any field of expertise that is not represented and which prospective clients cannot call upon."

The Bureau is a non-profit-making private association financed wholly by its 300 member firms, which range from the largest international consultancy companies to the smallest groups of associates with perhaps only a couple of partners.

It offers services chiefly in engineering, architecture and planning, surveying, and management and economics, particularly to developing and underdeveloped countries. It can offer, too, many other specialist consultancies, from agricultural management to security consultancy, from fire safety to quarrying, in health care, golf course planning, furniture, banking and much else.

Consultancy work carried out by British firms overseas goes much further than management advice, embracing architecture, planning and design, engineering, health care and even golf courses.

are, of course, in the private sector. They have achieved their success overseas, says Mr Michael Lewis, a director of Ove Arup and Partners and the BCB's chairman, by virtue of their integrity and independence, with no allegiance or commitment to contractors, industry or manufacturers.

The other side of the coin, of course, is that while these consultancy services can thus pave the way for British business and manufacture, orders do not necessarily follow. For British goods and services are not specially recommended in competitive countries as not always so scrupulous.

But as the figures show, the approach pays off in the end. "Orders for British goods do come," Mr Lewis said, "because the specifications and parts will fit—though of course they must still be up to standard and the right price."

The BCB operates at various levels. One of its major tasks is to ensure that ministers and government officials concerned with trade are aware of the needs and problems of consultancies and there is regular liaison over such matters as funding, taxation, EEC regulations and the like. A member of

the Projects Export Policy section of the Department of Trade and Industry sits on the BCB's Council.

The Bureau also has vital links with aid and development agencies such as the World Bank. Again, it is a two-way street, the Bureau ensuring that these international bodies have British consultancy services in the forefront of their thinking, while itself keeping itself abreast of new trends and ideas on a world scale.

Another important aspect is to keep British embassies and other diplomatic missions, and their respective ambassadors, high commissioners and commercial officials aware, informed and up to date, both with its literature and by means of individual briefings. Many foreign visitors concerned with national development come to the Bureau's London offices, while the Bureau itself regularly sends missions abroad.

The BCB's voluminous directory has a key role here. While it does not diminish the Bureau's readiness to help clients get in touch with the consulting firms that are most suitable for particular projects, it does set out in detail the

qualifications and experience of each member consultancy.

In addition, the Bureau can provide, from its computerised data bank, names, details and profiles of firms which are best suited to inquiries' needs.

"Almost all projects these days are multi-disciplinary," General Harrison says. "So we usually have to give an inquiry the details of several consultancies. We list them alphabetically and at the same time inform the firms concerned."

"Then it is up to the parties themselves. We are not involved in contracts or legalities at all. Often, though, consultancies come back to us for further advice or for help on aspects they had not initially considered."

Although the bulk of consultancy is in the private sector, the Bureau's nationalised industries overseas group has an important role. Its members include many, though not all, of Britain's basic industries and services, in such fields as energy, heavy industry, communications, and transport, as well as bodies like the Crown Agents, the Natural Environment Research Council and Remploy.

The group's broad aim is to raise British exports not only through direct exports but also by collaboration among themselves with particular reference to overseas consultancy and project management, turnkey operations and affording scope



Major General Ian Harrison, director of the British Consultants Bureau.

Trevor Humphries

in the context of its direct exports for standardisation of plant orders placed with British manufacturers.

The value and potential of such collaboration is great. A new steelworks, for example, may require coking coal, railways and other transport, and energy infrastructure.

Mr Lewis points to another valuable contribution made by British consultancy overseas, in helping to overcome the problems of famine-stricken regions. Consultants who know these areas have long been aware, he says, of the difficulties of providing support, both immediate and long term.

Improved communications could assist the development of agricultural programmes, mak-

ing it possible to grow and distribute food without resorting to the emergency operations of the past year or so.

"We can achieve such improvements by introducing aid into projects using appropriate, primarily labour-based methods, to upgrade the infrastructure and rural development of desert countries," Mr Lewis says.

"British consultants have long been in the forefront of these activities. They continue to offer a range of design and management capabilities from low technology labour-based solutions to the use of the most advanced developments in computing and electronic engineering applied to infrastructure and housing development."

Illustrating the diversity of

British consultancy overseas, there is the BCB's tourism, leisure, sport and recreation group. Among the many projects in which BCB members have been to the fore have been a polo field and grandstand in Brunei, sports centres in France and Saudi Arabia, a national theatre in Qatar, and hotels, apartment complexes, ski resorts, leisure centres, holiday villages, theme parks, botanical gardens and zoos.

It is an unfortunate fact, as many consultants attest, that in the past they have lost out because of the slowness of successive governments to respond to their needs and provide the kind of support that their counterparts in France, West Germany and Japan, for

instance, have long been able to build upon.

The French have been canny by arranging co-financed projects in collaboration with aid agencies, thus gearing their aid to improving their own productivity. But there are now signs that the change in attitude which is so essential is occurring in Whitehall.

"After all," Mr Lewis says, "Britain gives in aid much the same amount that British consultancies earn abroad."

"If you can take that aid budget and provide it in the form from which British consultancy, construction, and so on can benefit as well, it obviously makes better sense than handing it out on a plate."

David Loshak

In the Regions

Unique selling points exploited

REGIONALLY-BASED management consultancies are still relatively few in Britain but they all seem to be finding that they can exploit unique selling points over higher, London-based rivals.

Most are set up by people who are already senior consultants with top management experience and with extensive contacts at chief executive level. What they all try to offer is a higher quality of service at lower prices. Their very nature gives them a strong chance of being able to do so.

The reason why is that the consultants "sell" up such firms usually work directly with clients themselves, rather than administer the consultancy and manage juniors, as they probably would in a larger, national firm.

Mr Peter Shepherd, co-founder of the six-year-old Sheffield-based Consultancy Operations and Personnel Development (OPD), puts it: "Big companies employ us because they get personal attention from the partners. When we are pitching for new business, and the potential client asks when he is going to meet the consultant who will actually be carrying out the assignment, it makes a critical difference to be able to say you will be doing the job yourself."

Mr Bill Hopkins, who founded the rapidly-expanding March Consulting Group in Manchester with his boss Mr Peter Houghton, former director of P.A. for North, echoes this. "A key to success is making sure that everyone does some proper work and contributes directly to revenue," he says.

The lesson was learned some time ago by what is probably the oldest of the present generation of regionally-based firms, Collinson Grant, which operates from a large detached house set in its own grounds in Swinton, Greater Manchester.

"Everyone possible in this organisation is a 'direct' worker earning fees from clients," Mr Len Collinson says. What few indirect staff he has—secretaries and the like—work for everyone and have been given status in the organisation through the right to veto any work they are given to type which does not make sense to them. Even Mr Collinson has had work thrown back at him. He believes the practice ensures better communication in jargonless English.

When Mr Collinson started in 1970, he left a secure career that had seen him rise to become director of manpower for Plessey Telecommunications. He wanted to work for himself, and set up with the late Mr James Grant, a senior consultant with Inbucan, who had tired of supervising junior consultants with no senior management experience on big jobs.

Mr Shepherd of OPD used to head operations for the US-owned consultancy H. B. Maynard. Two other senior men from there joined him. The fourth partner had worked for Post Marwick Mitchell and had left that firm to run Arncliffe Norton's management consultancy.

In March's case, Mr Houghton was gradually joined by other P.A. people over a few months. The firm's name, incidentally, was chosen because he established the business in the month of March, in 1983.

All the principals in these firms appear to have returned with great relish to acting personally as consultants, rather than managing others.

Moreover, Mr Hopkins believes that another disadvantage of big-consultancy life for senior people is that they have to spend most of their non-administrative time selling consultancy, rather than doing or even supervising it.

With big company fees running at up to £4,500 a week, this becomes inevitable. All three examples of regional firms here are more likely to charge in the £200-£300 a day range, with a top rate for special jobs of possibly £400.

Mr Shepherd says: "This is half the rate of our big competitors. We do it by keeping our overheads right. OPD uses a network of freelancers and we also score by working in two- or three-day packages, rather than weeks, and charging accordingly."

Often, a consultant cannot do a full week's work because the client is not ready. We only ask for payment when the consultant is actually performing."

Mr Collinson has 33 consultants on the staff and the firm will turn over about £3m this year. He has been approached about mergers but cannot see the point of expansion if it means that overheads will increase and profitability fall. He is reticent about what the business makes but admits to a target margin of 30 per cent.

The profits have gone into diversification: Collinson Grant has gone in for direct corporate venturing with an electronics client and, through a subsidiary called Sapling Enterprise, manages the North West Investment Fund, a source of regional venture capital for small companies.

March Consulting Group is also in the funding business, having set up the March Investment Fund with the British Gas Pension Fund. It backs larger companies and put up £1.07m for the management buyout of Building Tools from Dobson Park.

This sort of activity leads to new clients being found as well as increasing a consultancy's utilisation rate. Collinson Grant, for example, hires out spare consultants to Sapling for investment evaluations on a cut-rate basis, which also keeps down the fund's overheads.

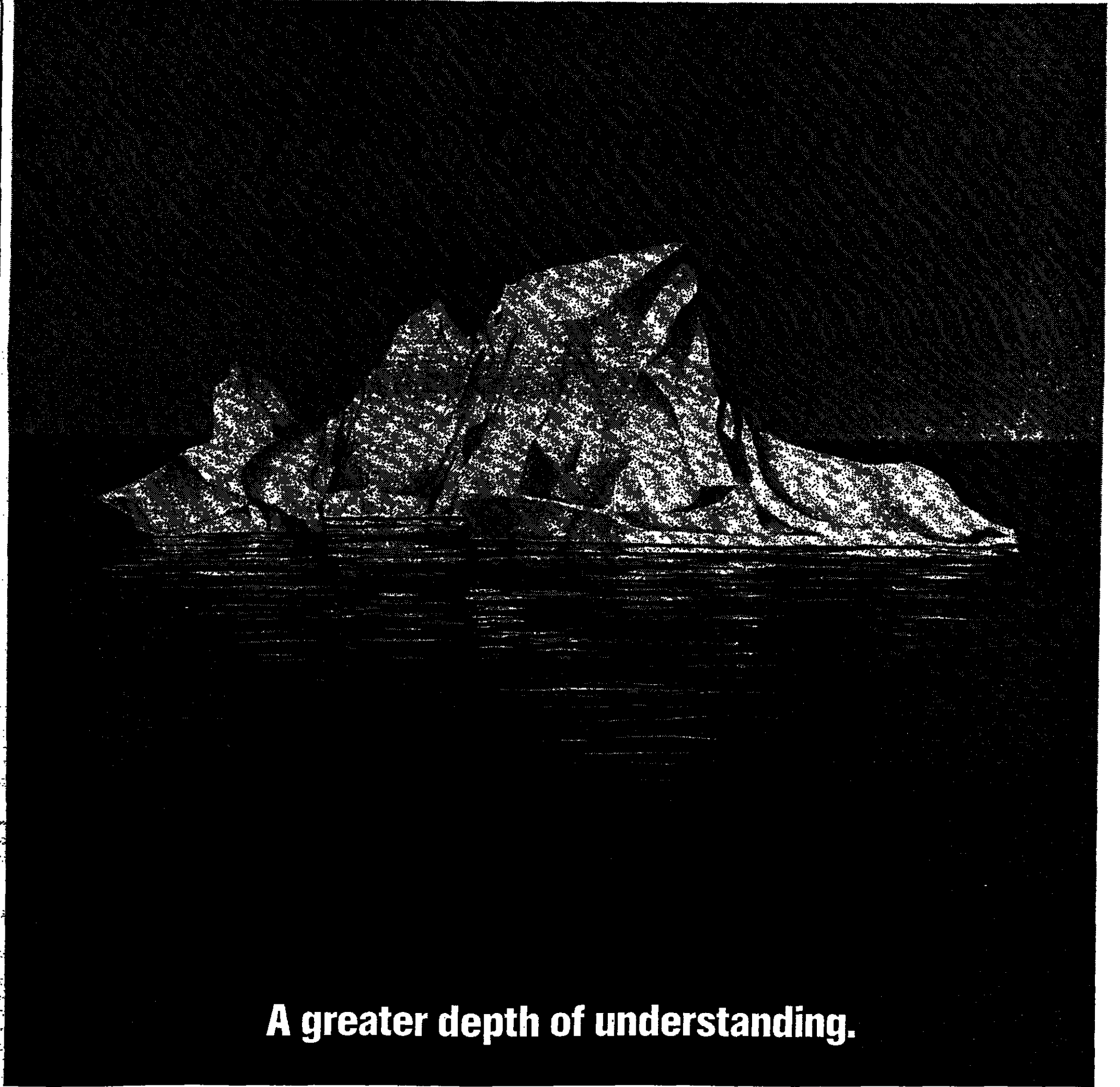
March, however, is probably the regional consultancy that will get biggest. It already has 60 consultants, though the turnover of its main business is still only comparable with Collinson Grant's. It has an office in Windsor and has gone nationwide in prospecting for clients.

It has also opened a branch in Washington DC, with six local US employees, and has formed a joint venture with Professor Rod Linnarth, the energy efficiency expert from the University of Manchester Institute of Science and Technology.

Mr Hopkins says that some national business is not open to regional firms because some companies and public sector bodies will always go to high profile, big-name, London-based consultancies, even though the job will be probably done by a junior consultant with little experience.

But that, he says, does not mean that the regional consultancies are not national. All draw clients from anywhere. Indeed, with the geographic centre of the national motorway network at the crossover point of the M6 and M82 near Warrington, it is actually easier to get to most of Britain from the North than it is from London.

Ian Hamilton Fazey



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Price Waterhouse



Management Consultancy 4

The Big Bang

The City opens up a new market

THE RUN UP to the Big Bang has created a new market for management consultants among financial institutions. Faced with deregulation of the securities markets, the opening of the Stock Exchange to new kinds of members, and the internationalisation of trading, the whole business of finance has had to change rapidly.

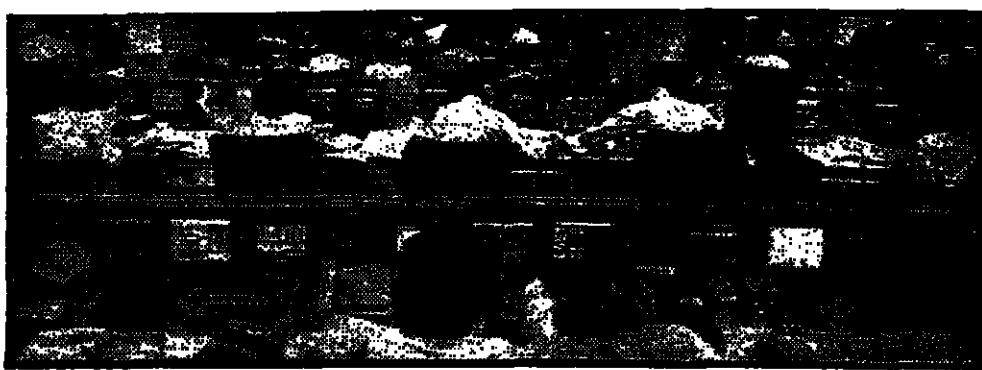
In the City, management consultants have found clients who must tackle a series of managerial problems they have never faced before. The heightened competition which will be unleashed on October 27 makes the price of strategic advice and implementation of systems less important than actually getting the business structured to meet the onslaught.

The consultancy arms of the big accountants, with their City contacts, are in demand. They have brought some of their people back from US offices, for their experience of American markets and superior technology to be put to use in London.

American-based consultancies are able to sell their expertise on how deregulation affects players in the markets—they saw the same process in New York's Mayday in 1978. But other firms of general consultants, like Incubon, and computer-based consultants like Hoskyns and BIS, are also finding work in the City.

As a result of the demand for their services the consultants are expanding. Coopers and Lybrand's financial services division has grown from eight professionals to 55 in three years, with another 25 or so on secondment to the division from other parts of the firm.

Pearl Marwick has built up a specialisation in recruitment and remuneration work. Its human resources group was started two years ago and has



The foreign dealing room at Morgan Guaranty: ready to meet tougher competition

35 consultants, with 40 per cent of its clients coming from the City over the last six months.

The financial sector is becoming an important source of fees for management consultants. In 1985 it accounted for almost a fifth of the income earned by members of the Management Consultants Association, a rise of 25 per cent over 1984. At Arthur Andersen, among the biggest consultancy firms internationally, some 35 per cent of fee income derives from financial services sector assignments.

The kind of projects they have been called in to advise on or undertake for City firms cover the whole range from strategic planning, through restructuring the business to installing individual systems.

"Clients are more effective users of consulting services than they were a few years ago," said Mr Bob Simm, partner at Pearl Marwick Management Consultants. "Even at the point where they have been talking about mergers we have been brought in."

The Cambridge, Massachusetts-based MAC group has also been called in to advise on the desirability of an acquisition—in one case its verdict was not to buy into the equity or gilt

market. Price Waterhouse has been asked to carry out what amounts to a corporate finance task—doing a preliminary search for merger candidates. Then, once the bidding is opened with a prospective partnership, it has done further investigation and brought in its auditing practice.

It has made use of the strong relationships it has with brokers in the City to find out who might be interested and the shape of their business.

Valuation of a stockbroking or jobbing business brings its own difficulties to a prospective buyer, so consultants are called in. But in the rush to be in the market by October 27 some unwise decisions may have been made.

"You could not justify the prices based on the economics of what businesses were generating," said Mr James Kelly, senior vice president of MAC Group. "With price deregulation, brokerage firms are going to produce some real red ink."

Once a merger has gone through consultants have been brought in to put the organisations together. Sometimes their task is limited—Pearl Marwick, for instance, has

carried out reviews on the effect of people coming into an organisation from a different pension scheme. But it can also involve designing the organisational structure, reporting systems and technological integration for the new conglomerate.

In other cases a firm decides what it wants the shape of its business to be and brings in outside consultants to make it happen. Arthur Andersen has had 70 people at a merchant banking subsidiary of a UK clearing bank for 18 months.

The bank wishes to become an international investment bank and has tripled its staff over the period. "We are designing, programming and implementing the systems needed for the bank to be in business at all," said Mr John Sherritt, partner at Arthur Andersen's financial markets division.

Occasionally consultants have rescued City firms from the jaws of disaster after being called in for a routine check. "At least one organisation we caught in the nick of time in May," said Mr Murray MacFarlane, director of the financial services division at Coopers and Lybrand. "There is no way it would have traded."

Consultants have also scoured the City for the kinds of experts their clients are short of—dealers, whose telephone number salaries have become legendary, technologists and financial controllers, and run training courses to start brokers and jobbers to situations where conflicts of interest could arise in the same organisation.

Some, like Price Waterhouse, are bringing American techniques of profit measurement to the London market. These were developed in the wake of New York's deregulation of commissions.

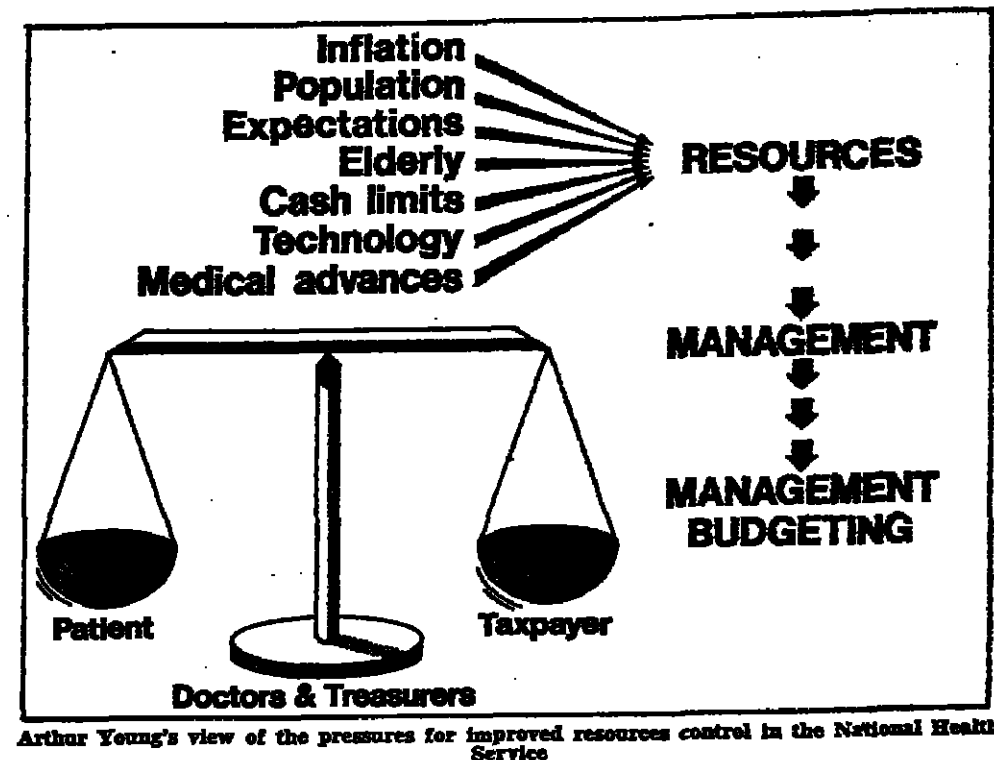
The City is fertile ground for the management consultants because the multiple changes have fong the finance sector into unfamiliar territory and imposed a tight deadline. But demand for their services is unlikely to peter out at the end of the month.

Decisions about what areas of business to be in, what computer and telecommunications systems to buy, what kinds of people to employ and how to pitch pricing have all been taken hastily and with no real knowledge of how the markets are going to work.

The whole area of managing big projects is unfamiliar to the City, in a way which is not true of manufacturing industry. Neither is pricing the costs of a back office while boosting its efficiency normally the concern of the City's senior executives—now it is vital for commercial success.

The management consultants expect finance houses to begin to engage in long-term strategic planning once the explosion of Big Bang is spent, something they cannot hope to do in the present turmoil. That would generate more work for the consultants on all the fronts where they already operate.

Sue Landan



Arthur Young's view of the pressures for improved resources control in the National Health Service

Public Sector

Biggest potential is education sector

INCREASING emphasis by the Government on value for money in the public sector has brought a valuable new market to management consultants. Furthermore, the vast scale of the public sector—still accounting for about 48 per cent of Gross Domestic Product despite the Government's continuing efforts to reduce the proportion—means that as some areas reach maturity in terms of their need for consultancy, new ones are opening up.

A decade or so ago, it was mainly central government departments and the nationalised industries which called in consultants for advice. The growing pressure by government on local authorities to contain spending with the aid of various "curt and stick" methods forced them to examine their organisation and systems more closely.

This was compounded by the extension of the Audit Commission's powers to make comparative studies of local authority efficiencies in their many activities.

Local authorities have been joined by the National Health Service as one of the major sectors of public expenditure needing outside advice and help. This has been particularly the case since the Griffiths Report on the management of the NHS which led to the appointment of general managers at regional and district levels, although some senior consultants believe the fact that these were mostly internal appointments has delayed the implementation of rapid change.

New methods of financial management systems—management budgeting—were devised and implemented, initially in two of the four pilot districts nominated by the NHS by Arthur Young, for example, which have since been put into about 30 districts. But most of the larger management consultants have been focusing on the NHS, and seeking to establish a track record in the belief that there is substantial growth still to come.

Sometimes, the health assignments are quite specific. Coopers & Lybrand, for example, were asked to look at the deployment of resources for cancer treatment in the London area—a project for which it was necessary to bring medical advisors into their own team. NHS linen services in Scotland are being reviewed by Incubon. The scope

for similar efficiency investigations within the NHS is enormous.

Most of the big consultancy firms have divisions dedicated to the public sector—a measure of the fact that government and public funded bodies and establishments, from the armed forces to opera companies, are responsible for about one-third of their revenues. Much of the expertise sought by the public sector is in computer systems—the choice of system and the sort of information that it can encompass.

Consultants, however, often view the assignment in broader than purely technical terms and include experts in finance, accountancy, personnel, etc. in their teams. This approach is also an advantage to the consultancy firms in that it develops their personnel and their knowledge about the public sector, which can give them the edge in this highly competitive market.

Some like to recruit people to head up their public sector teams who have working experience of the sector, whether from the civil service, public corporations, or organisations like the NHS. Some also arrange secondment periods for their senior people to give them an insight into the way that the public sector works.

Government policy on privatisation has produced a crop of projects for smaller specialist consultants as well as the major corporations earmarked for privatisation. Some have been anxious to prepare their private sector debut by presenting themselves as efficient and cost effective, while government has also felt the need to take independent advice on a range of issues.

NERA, a firm specialising in micro-economic analysis, for example, was asked by government to look at the regulation of the British Airports Authority's London airports which would be required post-privatisation, and by OFTEL (Office of Telecommunications) to review possible anti-competitive practices in the industry.

British Airways, looking to the privatisation horizon, commissioned Atkins Planning to carry out a strategy study designed to maximise the efficiency of its properties worldwide.

Central government depart-

ments sometimes commission extensive consultancy reviews. Coopers & Lybrand is looking at the future of the computer services industry for the Department of Trade and Industry, for example, which will help civil servants and ministers in framing policy.

The introduction of the Financial Management Initiative in the civil service in 1982, and the continuance of the Efficiency Unit (set up by the Prime Minister under Lord Rayner in 1979) has made Whitehall increasingly more management orientated. Furthermore, FMI is being taken right through the services which are partially or wholly government funded.

In similar vein, the emphasis on competitive procurement by the Ministry of Defence has opened up a fertile field for consultants. The more the Government puts the squeeze on defence expenditure, the more attention has to be paid to the management of resources.

But it is the education sector which many consultants believe holds the biggest potential. Highly resistant to change, and characterised by complex organisation with responsibility resting between the Department of Education and Science, and the local education authorities, there is an urgent need for independent advice and support in identifying scope for change and managing that change.

The main challenge for the industry is to find the means of unlocking the resistance, and harnessing the management potential lying largely dormant within the system.

Despite the greater emphasis in the public sector on getting value for money, it remains subject to political direction. Switches in emphasis in policy terms make this a more vulnerable market than the private sector. Although still buoyant most consultants are planning for a lull in the hitherto expanding public sector in the run-up to an election.

A change in government post-election could lead to less activity in certain areas. Nevertheless, there is little likelihood of a massive swing against the overall policy of getting better value from the public sector, so that this will remain an important business area for consultants.

Hazel Duffy

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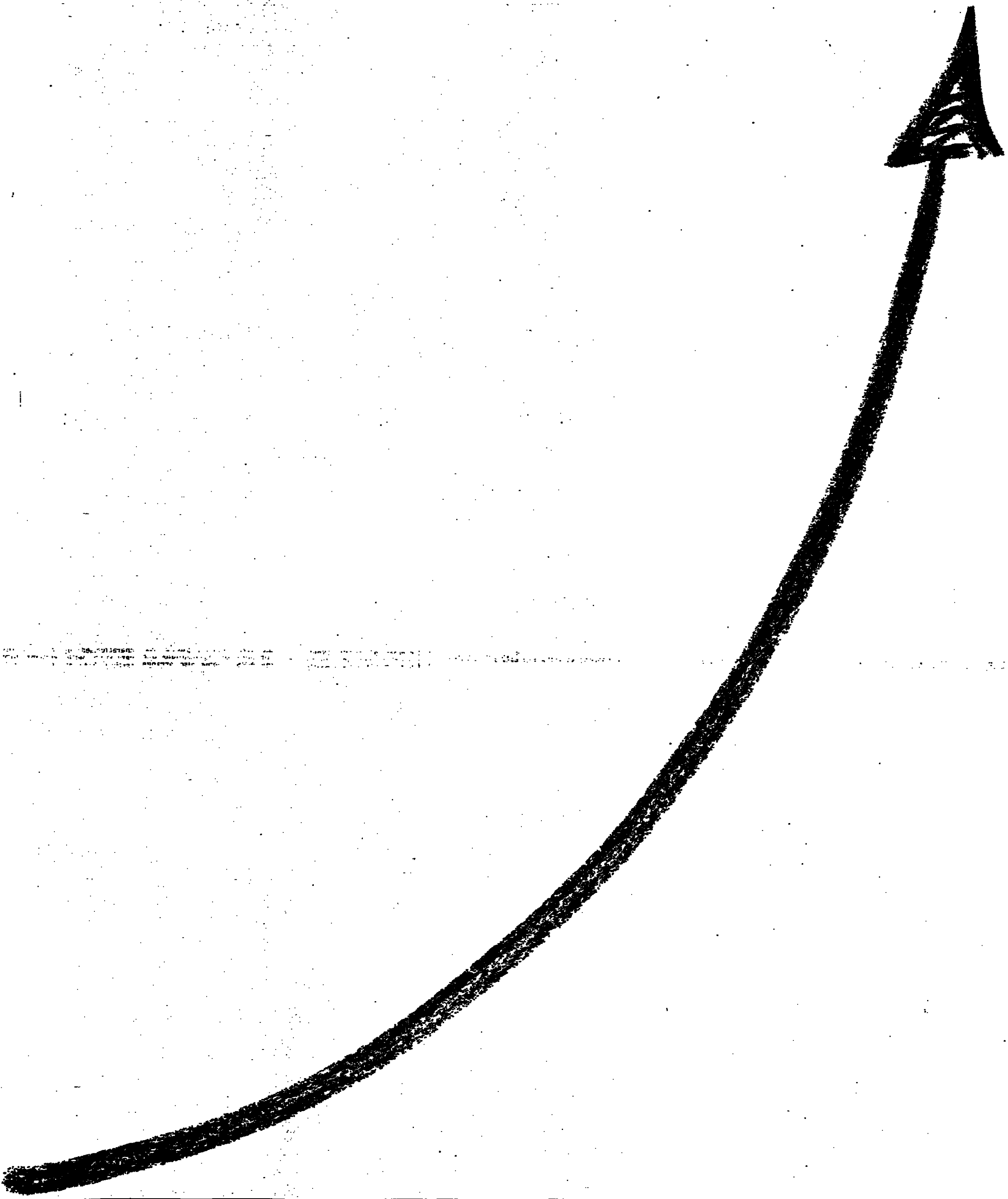
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Management Consultancy 6

Information Technology

High-tech wings show fastest expansion

"TO BE a first class business consultant today, you have to be a first class information technology consultant."

So says Mr Keith Burgess, partner in charge of information technology at Arthur Andersen. He is voicing a thought which comes readily to many consultants.

There are two main reasons why information technology is increasingly important to the management consultancy world. The first is the sheer speed with which the information technology side of most consultancies is growing.

Many consultancies say their high-tech wings are expanding at the rate of 25 to 30 per cent a year. The latest report from the Management Consultants Association, which represents 27 of the leading firms, says that information technology is the biggest sector for its members, accounting for over a third of their business.

The second reason is of a more strategic kind. "You have to think about IT at a higher level than merely thinking about it as a technology. Some of the decisions associated with IT have pervasive implications throughout an organisation," argues Mr Stephen Dale, director of information technology at Inbucon.

A common theme among management consultants is that IT once seen as the esoteric preserve of computer buffs, is now at the heart of business strategy. It is becoming standard for IT strategy to be overseen at board level, often by the managing director.

This trend is something of a new phenomenon. As recently as 1984, a survey by Mr Tom Bevington and Mr Max Hand of consultants A. T. Kearney, sponsored by the Department of

Trade and Industry and the Institute of Administrative Management, suggested that most companies failed to align business and IT strategy.

They saw IT simply as a back-up service for middle managers. Many companies were facing a strategic threat because they were unaware of how their competitors were using IT to win competitive advantages, the report concluded.

The present convergence between business and IT consulting is a response to such deficiencies. The traditional management consulting firms and the consulting wings of large accountants point to the depth of business experience they can bring to this convergence.

Consultancies based in software houses, by contrast, claim a superior grasp of the technological input. "We're moving from pure technology into business management, but our edge is that we understand and can control the technology," argues Alan Smith, managing director of Logica's consultancy business.

The convergence sets new challenges for all types of information technology consultants. They are often having to deal with a new set of demands from clients and a new set of managers in their client companies. "Computing used to be a back office function. Now it's moving into the front office, so that, for instance, marketing is being driven by IT," says Mr Vernon Ellis, managing partner at Arthur Andersen.

One example Ellis gives is that many companies are now computerising information about their existing customers. This will help them to launch marketing drives for new products in a more precise



Mrs Thatcher visiting the Advanced Manufacturing Technology office of Inbucon Technology and (right) Geoffrey Pattie, Minister for Information Technology, watching a demonstration inside a mobile electronics factory prepared for the DTI by Inbucon

and structured way.

Operations which used to be regarded as dull backwaters are, through the application of IT, moving into the mainstream. This applies to telecommunications, where in the 1970s consultants tended to be asked for advice on limited issues, like the choice of private exchange equipment.

Mr John Jarvis, chief executive of PA Computers and Telecommunications, explains:

"Companies which are successful have stopped looking after their telecommunications operations as they look after their books. They have taken telecommunications away from the office manager and given it to new direc-

tors of IT."

Mr Jarvis, who has sponsored academic research on how to use telecommunications to help companies win a competitive advantage, says this new stress on telecommunications has arisen for two reasons: the choice of telecommunications liberalisation has opened up; and the continuing convergence between telecommunications and computing.

As a result of this increased interest, however, consultants are faced with a new problem: "People who know the telecom business at the level we want are hard to find," Mr Jarvis says.

On the other hand, shortages of key staff elsewhere are helping to generate lucrative IT contracts for consultancies. This is particularly true of the public sector.

The Central Computer and Telecommunications Agency, (CCTA) responsible for management of government information technology, says that spending on consultants was £50m last year and is likely to be £110m in 1987-88, up from about £10m to £20m in the early 1980s.

These figures understate the increase, because consultants also get central government business from other growing areas of the Government's budget such as turnkey pro-

jects, where a prime contractor is hired to install a total computer-based system including hardware and software.

The CCTA gives three reasons for increased use of consultants: a surge in demand by government departments for IT; the Government's policy of contracting out as much work to the private sector as possible; and the inability of government departments to attract enough key staff partly for pay reasons, to do the work in-house.

The size of IT projects on which consultants work is getting bigger, partly because many companies are now purchasing as integrated packages, such as the Government's wide IT strategy. Arthur

Andersen says it is typical to have over 50 consultants on a major project, whereas a few years ago 25 would have been considered large.

Yet there is work for smaller consultancies too. TEK management consultants is a Sheffield-based group with about 25 consultants and a turnover of about £1m a year. When it started in 1976, its main focus was on production engineering. It gradually moved more into IT, as its clients wanted to know about developments like computer-aided design.

Mr Trevor Kelly, TEK managing director, says: "The fact that we are based out of London means we cannot charge

lavish fees and our clients want to be able to see a real difference at the end."

New organisations are moving into the field too. One of the most recent is the Computer Industry Research Unit set up at the University of East Anglia last year by Professor Krish Bhaskar, well-known for his work on the motor industry.

The unit, which has about 12 people, won its first big contract under the European Commission's Esprit programme. The project is a study of security of IT systems, particularly in the financial sector.

Mr Bhaskar hopes that the unit, which is entirely self-financing, will branch out from this to do more consultancy for companies. He says that one of its advantages over traditional consultants is its ability, through its link with the university, to keep in touch with the frontiers of research.

The extra demands made of IT consultants is matched by a greater sharpness among some client companies about what is on offer. One large retail chain recently hired a well-known consultancy to advise on an integrated telecommunications and data strategy.

The result was less than perfect. "We had to hold their hands," the retailer's telecommunications manager says. "You need someone really on the ball to understand the new applications and they just weren't up to it."

Yet, from the standpoint of the consultancy industry, the story has a happy ending. The retailer has not been put off consultants for good. "But next time we'd be more careful about how we select them."

David Thomas

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Manufacturing Technology

Where hands-on experience counts

MANUFACTURING has come back into fashion as a key element in the development of corporate strategy, with a heavy emphasis on new technology as a solution to improved performance, increased flexibility and better quality.

Consultants have come into their own in this new environment because the impetus to change has proved well beyond the resources of many British companies. While the theme of automation has been around for many years, the rapid increase in computer power is creating an enormous range of possibilities for streamlining production on the factory floor.

But the development and application of these techniques also demands a broad range of skills, many of them relatively new and certainly not present in anything but the very largest corporations.

These deficiencies in expertise have created opportunities for management consultants in two main areas. First, they have been able to go to companies with the offer of broad-based strategic planning teams able to look at the whole of the manufacturing process and suggest the appropriate response for the particular company.

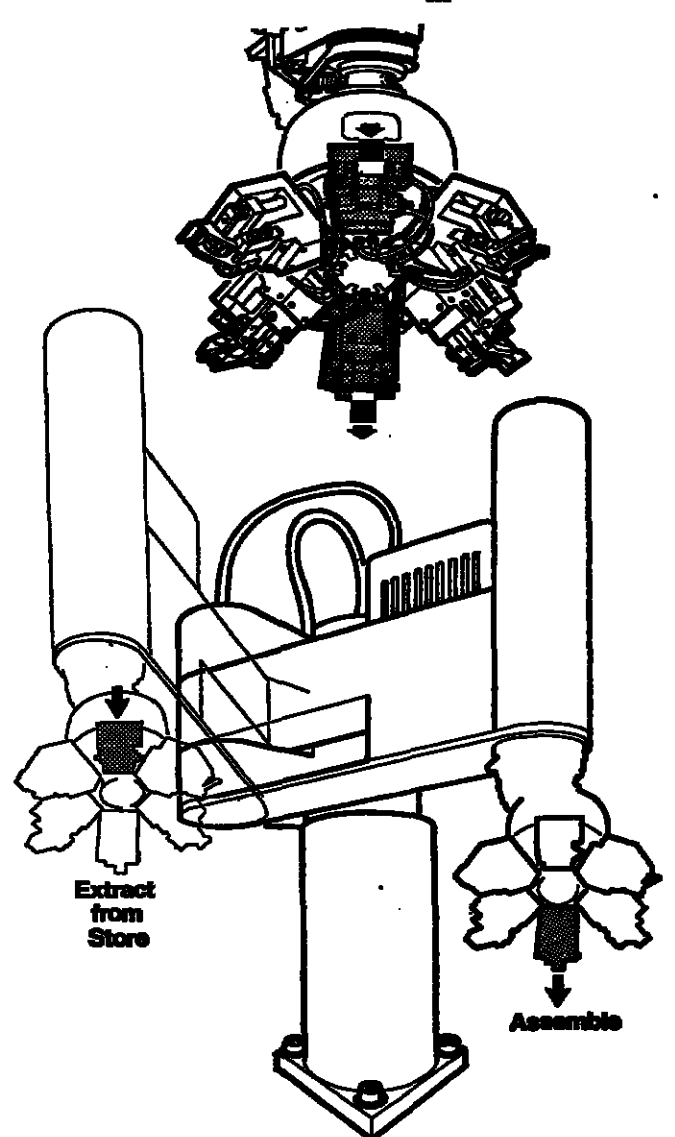
The aim of these consultants is to try and look at the total system represented by the manufacturing process, link that with the needs of the market place, and consider the balance between introducing new products, improving the manufacturing processes, or simply changing management systems.

The application of any new technique in one department has a knock-on effect in another, but companies frequently fail to see the connections. As Mr Philip Taylor, the partner responsible for manufacturing management at Deloitte Haskins & Sells, puts it: "If you are trying to halve costs by a robot, but the use of the robot doubles inventories, you are not really helping yourself."

The second main thrust of manufacturing consultancy activity has been in the nitty-gritty of factory management—helping plan and install advanced manufacturing systems. Here again, consultants represent a short cut to expertise which many companies may not have in-house, and which they might not want to acquire on a long-term basis in the shape of hiring a permanent member of staff.

Perhaps the most extreme example of hands-on involvement by consultants at the shop floor level is at P. A. Technology, the 16-year-old consulting group which now employs around 350 people. PA came up with a unique idea—a consultancy based on a laboratory that develops new manufacturing ideas for sale as a package to industry. Its research effort ranges across the spectrum from engineering to bio-technology.

In practice, the application of this concept can vary widely. One example, says Mr Stuart Exell, European chief executive of PA Technology, is a highly sensitive robot turret, a mechanical "hand" with six heads that can be used in delicate assembly processes.



PA Technology's unique idea of a consultancy based on a laboratory that develops new manufacturing ideas for sale as a package to industry produced a highly sensitive robot turret, a mechanical hand with six heads used in delicate assembly processes. It is seen above (top) in conjunction with IBM's Scara robot (bottom)

Another is an automated production line designed for manufacturing the keyboard of the IBM personal computer at Greenock in Scotland. PA Technology set up parts of this line and ran them in before delivering them to Greenock. After the line was shipped, says Mr Exell, it was up and running in two hours, a remarkable achievement given the normal installation time in industry, which typically amounts to several weeks.

While PA Technology's approach is unusual, it demonstrates the rising market demand for hands-on manufacturing consultants. Mr Brian Small, managing director of the British operations of Ingersoll Engineers, says that the market for manufacturing consultancy began to take off strongly about four years ago. Ingersoll itself has grown in the UK from 10 people in 1975 to 150 today.

Ingersoll is commonly regarded by other consultants in the field as the group that is closest to technological solutions to problems of competitiveness.

The big eight accounting groups which have expanded

into the manufacturing consultancy field over the last few years are more commonly associated with what has been called, somewhat derisively, the "computer push" approach—applying computerised solutions to production management by, for example, redesigning the system of inventory management.

"They have simply transferred the computer skills they developed working for the banks and financial institutions to the manufacturing sector," says one critical rival.

The specialised, longer-established consulting groups—companies like PE Consulting or Inbucon—stress a more integrated approach. PE, for example, has around 65 to 70 consultants working in its manufacturing division, and they embrace a very wide range of disciplines—although most of its employees have an engineering qualification, their specialist areas of expertise range from computer-aided design to factory layout and handling, control processes for inventories and production and manpower organisation.

"Many of the problems in

factory management exist either because of poor management or poor design," says Mr David Blore, managing director of PE's manufacturing division. "We go for a business rather than a solely technological solution."

Mr Alastair Bryce, director of manufacturing technology at Inbucon makes a very similar point. Indeed, many consultants in the manufacturing field tend to stress the fact that the steady increase in the amount of technology, computerised systems and automation applied to the factory floor places increasing emphasis on other managerial issues.

On the human side, it demands more knowledge and better training. In financial terms, heavy investment in a new, robotised production line may only aggravate a company's problems by increasing the strains on its finances if the product that is being made is badly designed.

Despite Ingersoll's image as the most high-tech oriented of the manufacturing consultants, Mr Small strongly endorses the view that automation alone is no answer to anyone's problems. "We have only acquired the reputation of being in the nitty-gritty of automation because we have people who understand a factory and the technology, and who have managed a business themselves. Technology is only a tool," he says.

Mr Small believes that companies need consultants periodically because every now and again they go through periods of radical change which they do not have the expertise to manage themselves. In a ten-year cycle, seven may lend themselves to routine management. But three may demand different solutions—and much of British industry is going through such a period of reorganisation at present.

"I actually believe that we might be getting our manufacturing activity on the upturn at present," he says.

In common with other consultants, Mr Smith also argues that the period of industry's infatuation with exotic automated solutions to manufacturing problems is rapidly giving way to a more hard-headed approach to competitiveness.

Lack of ability to compete often relates to product design, for example, so that products have to be entirely redesigned to begin with. On competitive problems, Ingersoll first seeks to measure the company against the best in the world in terms of overheads, production times, quality and so on.

It then tries to build a strategy which will bring the group up to the same level or better than its competitors, applying whatever changes are necessary—new products, fresh factory layout, improved organisation and so on.

"The factory of the future is simple, smaller, has fewer levels of organisation, employs shorter lead times, is flexible and applies the best technology in the key areas," says Mr Small. "It is also people-driven, because competitiveness is people-driven, not technology-driven."

Terry Dodsworth

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Management Consultancy 8

Recruitment & Training

Increase in hiving off of personnel activities

"YOU OFTEN hear people saying of companies that they've got too many chiefs and not enough Indians, but we've a different problem here," snapped a works manager not long ago. "What's wrong with this outfit is that we've too many witch doctors."

He was referring to fellow employees who—unlike himself—had no direct "line" responsibility for producing or selling goods and services, but worked as specialists on abstract matters.

"Getting a decent job done on schedule is hard enough without having know-all busybodies from planning and what-not telling you to do it some other way," he added. "The worst of the lot are the personnel department. The only time I'm pleased to see them is at their leaving parties."

He is far from alone in having a disparaging opinion of the so-called "staff" side of management. It is an attitude which is evidently shared by a lot of line executives, and not only in Britain, even though few would be likely to voice their view so bluntly.

Given that so many of them are sceptical of the worth of specialists who are colleagues within the same company, it might be expected that there would be still greater resistance to similar specialists brought in from outside as consultants.

But the signs are that, when it comes to getting their services accepted by line managers, external consultants often succeed where internal staff fail—which is probably fortunate in the light of a trend apparently developing throughout the business sector.

More and more organisations of pretty well all kinds and sizes seem to be deciding to concentrate the efforts of their diminishing in-house workforces on the mainstream tasks of developing, producing and selling products. In consequence, they are increasingly hiving off the more peripheral activities to self-standing consultancies.

Few if any varieties of specialists are exempt from the trend, not even accountants. Among the thriving sunrise businesses in high technology, in particular, a good many look to be determined to keep the number on their payroll to the essential minimum and, as far as is practicable, to meet their needs for financial expertise as well as skills such as marketing by buying in from outside. The branch of in-company



specialist work that has so far lost most ground to the "consultants' takeover," however, is personnel. What is more, it can resign itself to losing still further ground in the future, according to Mr Parry Rogers, chairman of the Institute of Directors, who retired some months ago from heading the personnel function in Plessey.

If he returned to that job in a few years' time, he said, he would almost certainly have difficulty in recognising it.

"Big-company personnel directors have traditionally been rulers of armies of in-house specialist staff. But I don't think many will be for much longer."

"They will be more like chief buyers. Companies will not keep a range of different personnel specialists on the payroll. They will bring them in from outside as and when required. The ability to manage a large staff will not be an important factor. The key will be knowing not only the personnel needs of the business internally, but which external consultancy will best have the expertise to do the appropriate job."

Mr Rogers's prediction is supported by a research study published earlier this year by Mr Derek Torrington and Mr Lesley Mackay of the University of Manchester Institute of Science and Technology. With aid from the Leverhulme Trust and the Institute of Personnel Management, they made a questionnaire survey of 850 employing organisations "in Britain, and followed it up by interviewing specialists in the field, most of whom held high rank in their company."

Their main conclusion from the study is that "the use of consultants is substantial and increasing." Moreover, the activities the outsiders are mostly taking over are not the odds and ends of company personnel work, but tasks which have for long been regarded as its central core. They include training and management development, as well as recruitment and selection.

Another finding was that the trend was positively welcomed by the majority of the in-company personnel staff who were questioned face to face. That, however, still leaves the UMIST researchers with misgivings about the development.

They point out that the enthusiastic interviewees were mostly very near to retirement, and so were presumably no longer in close touch with the detailed concerns of their specialist subordinates. They were "undoubtedly managers and not personnel practitioners second."

"They were tending to withdraw from being identified as personnel professionals and seeking a closer identification with general management," the study report explains.

Among the internal staff at the nitty, gritty levels below, the general attitude to consultants' takeaways was distinctly chillier. "They can take over your role," ran one fairly typical comment. "They can come into the company and make contact with your managing director, and you can lose control if you're not careful."

Mr Torrington and Mr Mackay also have qualms about a further implication of their pre-

dicted increase in the hiving off of personnel activities. They suspect that it will whittle away the personnel practitioners' in-house career ladder, and along with it many companies' stocks of expertise in the more deeply specialised aspects of the work.

Within a growing number of businesses, the "people" function will be headed by generalist line managers pitched into personnel at best as a staging post on their journey up the executive hierarchy. "They may have a deep and full appreciation of line management problems, but any claim to special competence will be hard to sustain."

While the two researchers evidently think that companies will be on balance worse off for following the sub-contracting fashion, however, the witch-doctor-dispensing works manager and many other line executives would certainly disagree.

They could argue, for instance, that there is little use in companies having "special competence" in personnel and other staff functions on the payroll unless the specialists' advice is turned into improved practice by the managers who actually deliver the goods.

They might go on to claim that the main reason why such specialists have so often gone unheeded is that, being under the protection of large internal departments, they have tended not to bother to acquire the "appreciation of line management problems" that would enable them to tailor their advice to sharp-eyed executives' practical needs.

They could also argue that external consultants, dependent for survival on winning repeat assignments from satisfied clients, could not afford to take such a professionally self-centred attitude.

Even so, from the viewpoint of an independent observer, there remain good reasons why companies would do well to think carefully before handing over more and more of their staff-specialist functions to outside operators.

One of the reasons is that, with due respect to management consultancies, not all of them always look thoroughly into what needs to be done in their "client" companies, and then tailor their solution to the real problem. At least some tend to take the short cut of

CONTINUED ON PAGE 9



Mr Dominic McGlynn, managing director of Harold Whitehead and Partners and (right) Mr Bill Brown, a partner in Coopers and Lybrand's business services unit

Business Planning

Competition: the third dimension

THIS IS the decade when British industry is facing up to its fading international competitiveness and trying to do something about it. British companies have been gradually losing market share abroad and succumbing to penetration of their home markets by foreign competitors.

Manufacturing productivity in Japan is currently growing at 0.5 per cent a year, while in the UK it is declining by 0.1 per cent, according to the Organisation for Economic Co-operation and Development. One group of people behind the effort to change is management consultants, who are called in as troubleshooters to help redirect a company's business and recapture lost ground.

The image management consultants used to have in industry was as time and motion men, sharpening up working practices. By the turn of the decade they were viewed as executioners, brought in to justify swingeing redundancies.

They claim to be more concerned with growth, defining strategy for companies to help them to meet competition head on and win, advising on better organisational structures, cost controls and technology. Company managements see in them a source of expertise they do not need to employ in-house but can call upon in times of need.

The discipline of management consultancy has evolved since the 1920s as a staircase of products offered to industry, according to Mr Dominic McGlynn, managing director of Harold Whitehead & Partners, a medium-sized consultancy specialising in strategic competitive advice. Until the 1970s the profession's approach was tactical, dealing with the nitty gritty of payment systems and salary structures from the 1980s to 1990s.

It became an exercise in offering strategic advice over the 1970s, developing models managements could use to find out and carry out their objectives. Now, with the concern over competitiveness and the importance of technology as a competitive tool, both strategic and project work is in heavy demand.

Management consultants in this area report growth in fee income of the order of 20-30 per cent a year over the past two years. During the recession in the early 1980s, when industry had a shake out of labour and capacity, the consultants' growth

was slower at around 10 per cent a year.

"Many companies still have costs that can be taken out," said Mr Len Brooks, chairman of Incubon, one of the larger consultancies. "They can reduce manufacturing lead times, materials costs and scrap and improve materials yields. If you do a model of the structure of the business and look for a 1 per cent improvement in about seven different areas, you will improve profitability in the order of 30 per cent."

But financial control is a way of measuring a strategy rather than the strategy itself, says Mr Dominic McGlynn. At Harold Whitehead he has developed a competitive analysis aimed at understanding an industry as a whole, plotting the variables and identifying the critical differences a client could make to achieve competitive advantage.

"Britain still has a classic producer mentality," he said. "We are trying to get companies to understand a third dimension, not just products and markets but also competition."

British management is less international in its understanding than its foreign competitors, says Mr Michael Thomas, managing director of AT Kearney, an American-based consultancy which split from the renowned McKinsey in 1949. As a result it got caught out. "It's being hit from different directions by surprise moves where warning signs have been there for some years."

International companies from the US, Europe and Japan are more aware of the need to manage their business in a horizontal, rather than vertical, way, he says. Manufacturing, marketing and sales should all be integrated behind an operational or strategic push. AT Kearney has taken foreign multinationals with a significant UK base through this exercise, but fewer UK companies have requested it.

As industry regains some competitiveness ground it is demanding cost effective automated processes across a wide range of industrial sectors, according to Mr Alan Murphy, marketing director of Cambridge Consultants, a subsidiary of Arthur D. Little which concentrates on product and process advice. That is followed by a need for new products and advice on product strategy to stand up to American and Japanese competition. In the UK market "own

brand" products are widening their scope from the shelves of supermarkets to fabricated "hard" consumer products, like Marks & Spencer furniture, he says, which are estimated to account for 25 per cent of their market by the next decade. The consultants' role there is to bring consumer market research to their manufacturing clients, who are often quite removed from their customers.

Information technology consulting has been a strong growth area for management consultants, prompted by the fall in price of computer technology and breakthroughs in the ability to manipulate information. But companies employing consultants in that area should apply a test of their approach to see whether they will do a good job, according to Professor Igor Aleksander of the Computing Department at Imperial College.

"As a first step the consultant ought to look hard at the business plan with respect to computers," he said. His recent survey of some 20 consultants specialising in information technology found only one which scored full marks for its methods.

Britain's declining industrial performance has been put down partly to a lack of entrepreneurship, shown in a smaller sector of young and independent businesses than even her European neighbours can boast, let alone those in the US and Japan. Since the Conservative Government of 1979 set about stimulating small businesses the consulting arms of the big accountants have found them.

selves a niche.

Coopers & Lybrand have a one top shop in the shape of its business services unit, set up in 1979. The small company approaches partner in the unit who will assemble specialist expertise from either the consultancy or accountancy practices. "Rather than the consultant dealing with his specialist equivalent in a large company, we have a generalist dealing with the managing director of a small company, a partner in Coopers' business services unit."

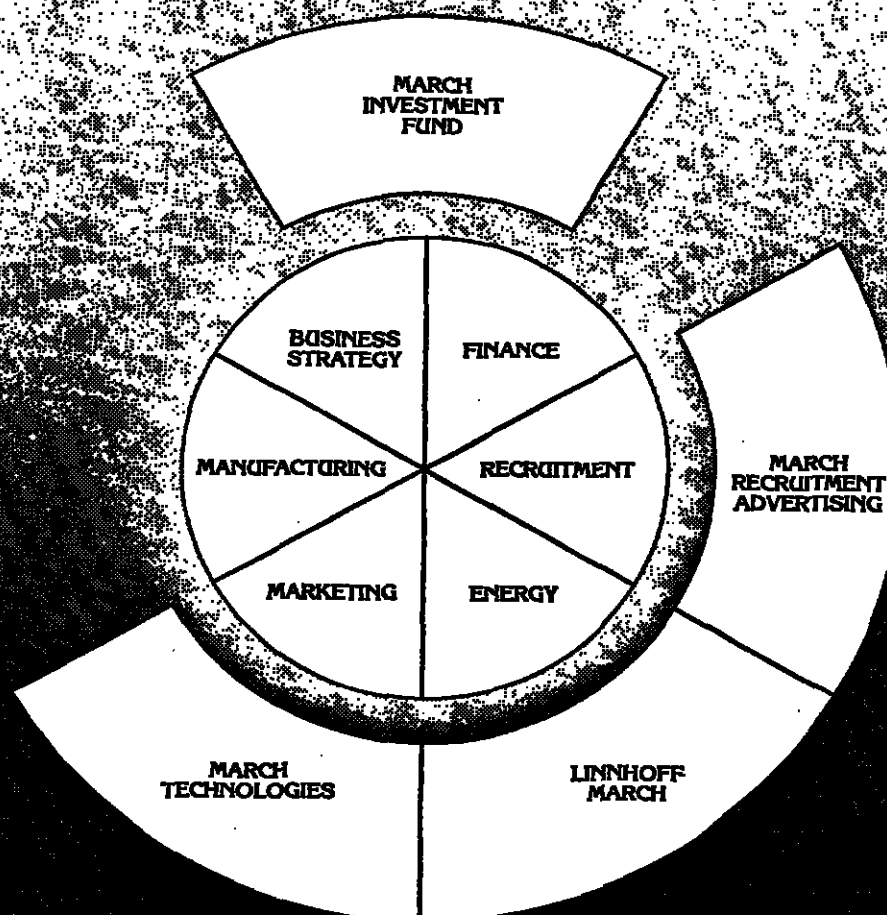
The accountants' natural extension of their practice has been to help small businesses to raise equity capital—Coopers moved into this area in 1983 and recruited former venture capitalists, bankers and entrepreneurs to provide a strategic advice service.

Robson Rhodes has also made a name in venture capital advice. It has proved a growth area for both firms, with Coopers showing 30 per cent growth, and Robson Rhodes a flatfoot decrease in as many years, in fee income from their small business work.

Ironically as management consultants apply themselves to helping others to withstand competition, their own field has become more competitive and segmented. The pressure is on to specialise, and the smaller consultancies are growing more rapidly than the large, well established ones. Perhaps they will soon threaten the big boys on their own ground.

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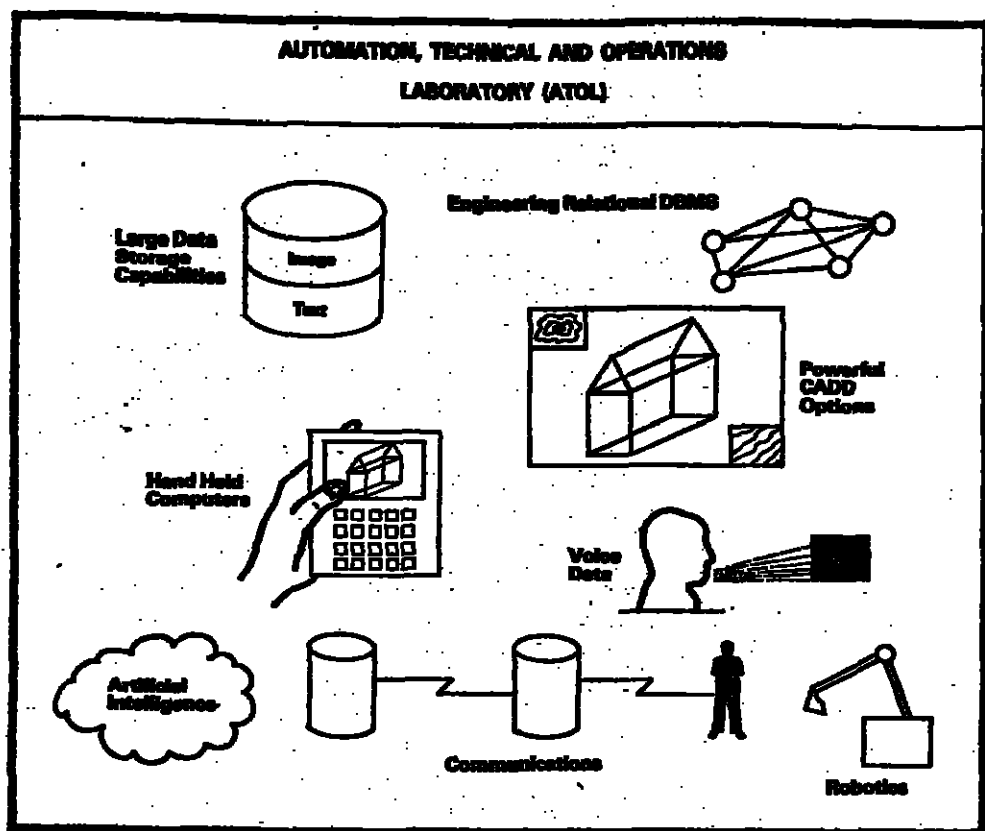
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Management Consultancy 9



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Independents

Leaner look has price advantage

ANYONE LOOKING for a management consultant would normally aim for one of the well-known names like Price Waterhouse or PA for no other reason than that such organisations are well-known names.

There's a yawning gap between the Price Waterhouses, PAs, of this world and the independent consultant, according to Mike duQuesnay managing director of Guardian Management Services.

Independent management consultants either work as small companies or are part of an independent group which has members whose talents in total can offer the same range of services as a large international group.

The Richmond Group is an example of a number of small independent management consultants getting together to offer an extremely wide range of services.

John Gamble, Acumen Consultancy Associates, is a member of the Richmond Group and believes that the best definition of an independent management consultancy is one which has fewer than five permanent staff.

Mr duQuesnay, "The larger organisations can feed work to their consultancy arm, this isn't available to the small consultancy."

The smaller consultant can't offer the same range of expertise as the large operation, and here an organisation like the Richmond group with its 60 members can provide the same expertise through its range of consultants.

The Guardian Group has three companies: one in business planning and the third is a financial consultancy.

The group was formed in 1983 and currently has over 60 members based throughout the UK. They have worked for well-known organisations including The Stock Exchange and Rank Xerox.

Specialisations of members include financial management and accounting, company formation, production engineering, planned maintenance, quality control, personnel management and recruitment, business administration, company policy, right through to general problem solving of all types.

Mr Derek Torrington of the University of Manchester Institute of Science and Technology. The main conclusion of a joint study he carried out with Mr Lesley Mackay, which surveyed 350 employing organisations, was that the use of consultants "is substantial and increasing."

Michael Dixon

Training

CONTINUED FROM PREVIOUS PAGE

persuading the client that its problem fits some "solution" which the consultants have available off the peg.

Another reason is that, although consultants may chime well with company top executives in taking the same broad and sweeping view of management affairs, the broad and sweeping view can often entirely overlook obstacles that stand out like mountains to staff observers in the company ranks below.

Internal specialists are surely more likely than consultants to have the detailed knowledge to spot the particular features of the organisation that will prevent a scheme from working, even though it has the enthusiastic approval of their superiors on the board.

In such cases, too, the internal staff will probably have a stronger incentive than outsiders with other clients on



their books to risk high-ranking wrath by opposing the scheme concerned. For one thing almost all experienced inside specialists have learned is that, while top management rarely gives them the credit when some action in their area of expertise goes well, they can always be sure of getting the blame if it flops.

Michael Dixon

Temporary Executives

The outsider who is on the fast track

THERE WAS a time, in the not too distant past, when companies suddenly confronted by an unexpected need to diversify, set up a new venture or cope with an unforeseen resignation or prolonged illness, would either look to their internal management - development resources or call in the headhunters to poach additional permanent staff fast.

Not any more, according to the management consultants, Inbucon, who report that the management resources of most companies today leave little or no margin to cope with a sudden overload because, in current circumstances, the order of the day is "keep slim."

So, instead of increasing permanent employees, company managements under pressure from the introduction of new products, services and/or technologies - for which they lack the skills and experience - are, Inbucon reports, putting temporary executives on the payroll.

Not that there is anything particularly new about temporary executives - notably in such industries as offshore oil and consultancy engineering - it is just that there is now a widespread recognition of their role in most sectors of industry and commerce where they are evidently setting a new trend. It is the recognition, albeit belated, of "executive temping" that is new.

Mr Tom Lederer at Inbucon says: "The CBI, in conjunction with Inbucon - who have for several years seconded top-level temporary executives to its clients to meet the kind of circumstances for which they are in demand today - has launched a new service to its

members this year, building on our experience of administering this rather specialised operation and of maintaining an up-to-date register of carefully vetted executives who carry out this type of work."

Mr Lederer argues that the image of the executive temp is fast changing to that of a high-powered mobile senior manager or member of the board, as more and more high-calibre people go down the temping road which has become a very fast track indeed, with considerable career prospects.

Often the temporary executive is a very big wheel more able and better paid than both the permanent member of staff to whom he reports - while completing his assignment - and the permanent employees who inherit his handwork after he has left.

Because he is temporary and from the outside world, he is likely to be better motivated and less inhibited than those on the inside.

The idea that he is an anxious redundant executive, humbly grateful for whatever crumbs he can be scraped from the table of full employment, is not, according to Inbucon, what executive temping is all about. It is about a new and exciting kind of career progression on a consultancy basis, as more and more personnel departments are structuring their long-term management resource to include highly-confident temporary and short-term contract staff, as a permanent feature.

It seems that the CBI has become aware of the very special circumstances requiring efficient companies to operate with a "core" team augmented by part-time and temporary staff,

not least at senior executive level. As soon as its executive-temping scheme was launched, in conjunction with Inbucon, in January of this year, Mr Lederer says that "over 30 new enquiries from private and public sector organisations all over the UK" were received in the first month.

Inbucon's register of temporary executives now exceeds 1,000 and, to any doubting Thomas with reservations about the calibre of the candidates in question, Inbucon's Ray Smith says: "Contrary to popular belief, temporary executives are not all retired directors or redundant managers seeking part-time or stop-gap work until they find a permanent appointment."

A growing number of "high-fliers" and managers in mid-career are choosing the self-employed route, as temporary executives or project managers, in preference to employee status. They are attracted by the independence, the variety of challenges and the good rewards for success.

What was an occasional Inbucon service - often provided as an adjunct to a major assignment, or to "help an old friend" - is now rapidly developing, according to Mr Lederer, "into an important support activity to industry commerce and the public sector."

He reckons that the temporary executive is now accepted by many organisations "as normal" and some use him, he says, "as a matter of course whenever there is a need to augment their top team or there is a discrete project which needs active management - the temporary executive is no longer a rarity."

Bob Crew

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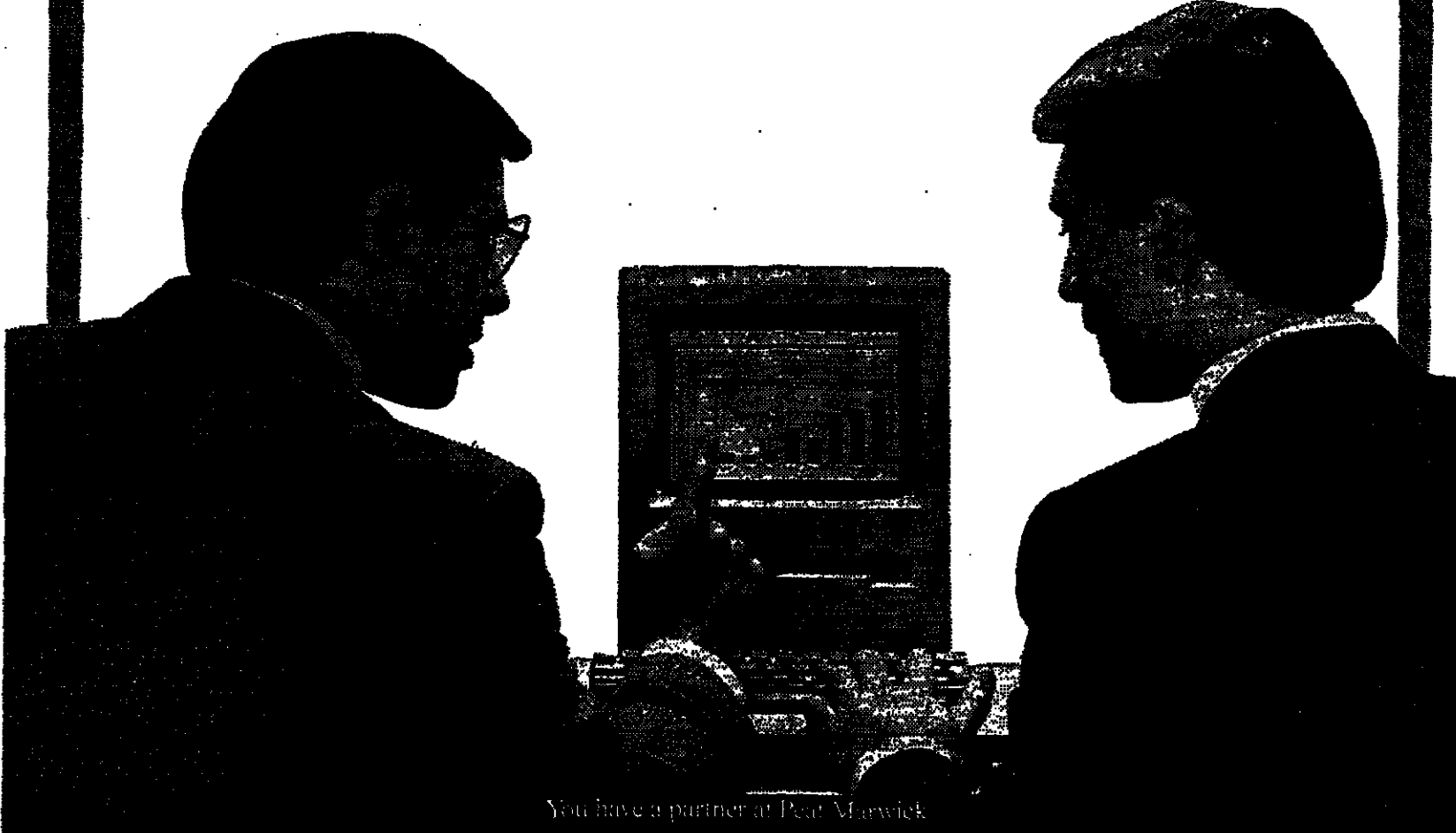
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Management Consultancy 10

U.S. Trends

Accountants find lucrative pastures

WITH A THIRD to a half of their business going to accounting firms, American management consultants are concerned about increasing competition, despite a 16 per cent growth in last year's revenues to \$4bn, in figures compiled by ACME, the association of management consulting firms.

ACME president, Joseph J. Brady, notes that the "better quality firms have enjoyed a rate of growth in excess of 25 per cent," though the advances have been selective and "the middle-sized generalist firms may find themselves in trouble, while the boutiques and the giants should forge ahead."

Mr James L. Kennedy, editor and publisher of Consulting News, the confidential newsletter of the consulting profession, points out that ten in the recently compiled list of the top 30 management consulting firms are accountants. An accounting firm, Arthur Andersen, is first in the Consulting News list, with revenues of \$477m, while the traditional, probably best-known consulting firm, McKinsey and Co is second with \$350m in billings.

The competition from accountants is bound to continue, if not increase, since accountants' consulting business, called Management Advisory Services (MAS), have been growing at a 33 per cent rate, compared to less than 15 per cent for their auditing services, making accountants all the more willing to find new niches for their MAS activities.

Accountants are going into fields like executive recruiting, public relations and even, for Laventhol and Horwath (taking advantage of an accounting specialty in hotels), designing hotel interiors. Arthur Andersen exploited cross-marketing opportunities between consulting and auditing when it hired 600 engineers to widen its services for clients.

The engineers conducted a plant study that showed the Pettibone Corporation how to improve factory setup time for its largest plant in Chicago. Though separately contracted, the plant study won Andersen the audit account to replace another firm Pettibone had used

for four decades. Accountants are leading the way in installing price competition in a field that long resisted it. More than 80 per cent of the MAS departments of accounting practices do "value billing," the euphemism for flat rather than hourly fees, and most see it as an increasing trend, though only 10 per cent admit to doing it regularly, discovered Doly Jarrow and Co, a firm of Chicago accountants, in a recent survey.

Management consultants have responded to the challenge with mergers and greater specialisation to carve out a unique niche in an increasingly crowded marketplace. Generalist firms are being replaced by specialist firms, or growing into multi-specialist firms.

The trend results in part from the fall of the corporate strategists, whose appealingly simple charts with stars, cows, dogs and question marks gave general consultants great popularity in the 1970s. Management consultants were the major recruiters at business schools, making the field look particularly exciting just because the generalists' formulas could be applied by fresh-faced graduates.

But while the formulas helped categorise corporate assets and broaden managers' horizons to think about the marketplace, implementation fell below 10 per cent because it defied easy application, an impracticality that undermined the conceptual allure.

The originator of the field, Boston Consulting Group, did less business last year than one of its offshoots, Bain, which emphasised a more practical service. Specialists have come to the fore as clients have become more sophisticated, demanding specific services. They are not looking for the psychotherapist approach," says Mr Ed Hendricks, vice-president of ACME. Mr Kennedy notices that "although management consultancy is an inexact science that still in the process of evolving, there is a trend toward technological studies that are fact driven and more scientific."

Top management most often

commissions management consultants (35 per cent, according to an ACME survey of clients), but managers, divisional managers and operational areas, constitute 44 per cent of requests for consultants.

One of the top specialist areas is benefits and actuarial services, which has catapulted Towers, Perrin, Forster & Crosby to the top ranks of management consultants—indeed, the largest, by their own calculation. Towers, Perrin's total compensation, actuarial and internal communications consulting services account for \$500m of its \$300m consulting revenues, while its Tillinghast division which specialises in services for insurance companies brought in \$60m and its smallest division, general consultants Crisp, McCormick and Paget, had income of \$50m.

The firm's acquisitions, which included most recently the general consultants Hayes/Hill, are meant to "achieve market leadership in a number of areas," says company president Mr James E. Kielley. "We are deepening within existing specialities to enhance not dilute ourselves."

Companies that join Towers, Perrin take advantage of the economies of scale being offered by the larger firm. Mr Kielley finds that "clients probe closely to see the resources behind the consultant" for whom databases, computerised systems and technical expertise are a must.

The consultant is increasingly forced to prove his worth since, according to Mr Kielley, "the primary competition for all consultants comes from the client himself." The more sophisticated internal resources of many companies force the consultants into greater specialisation, like compensation and pensions, areas where government regulation, tax laws and actuarial tables become more complicated and changeable than most companies can keep up with by using their own personnel.

Where consultant services were once bought by the client, they are increasingly being sold by the consultant. A T. Kearny, a 60-year-old firm specialising in streamlining internal operations, does "pull"

TOP 20 US FIRMS				
"Best estimates" of 1985 worldwide professional revenues			US only	
Rank	Firm	Revenue (\$m)	% over-1984	No. of professionals
1.	Arthur Andersen	477	26	6450
2.	McKinsey & Co	350	50	1250
3.	Towers Perrin Forster & Co	305	10	2300
4.	Price Waterhouse	280	50	3600
5.	Booz-Allen & Hamilton	260	8	1550
6.	Mercer-Meindinger	254	15	1500
7.	Peat Marwick Mitchell	240	27	2900
8.	Coopers & Lybrand	201	35	3000
9.	Wyatt	201	6	1400
10.	Ernst & Whinney	188	27	2125
11.	Arthur Young	175	40	2300
12.	Hay Group	142	55	1050
13.	Touche Ross	140	40	1850
14.	Alexander Proudfoot	120	60	1100
15.	Johnson & Higgins	118	10	900
16.	Human Resource Mgmt (A&A)	105	33	1000
17.	Bain	100	10	600
18.	Hewitt Assoc	97	2	900
19.	Arthur D. Little	90	25	650
20.	Deloitte Haskins & Sells	78	30	1150

Consultants News

marketing and "push" marketing, while thinking up new specialties. Pull marketing, according to Dr Marvin Schiller, includes white papers and briefing papers, speeches, articles and reprints on such subjects as becoming the low-cost supplier, strategic resources management and organisational effectiveness.

Push marketing has a large component of taking a chief executive out to lunch to explain how the firm's skills fit with the client's needs. All management consultants seem extraordinarily market and image conscious. Their New York offices are in the newest, flashiest buildings (alongside a high proportion of law offices). ACME presents a regional seminar on the subject: "Making Salesmen Out of Your Consultants."

A small market-focused strategic consulting firm like Management Practice Consulting Partners puts out a quarterly magazine with articles of general interest on "Avoid-

ing the Slash-and-Burn Approach to Overhead Reduction." "Survival Lessons from a Division General Manager" and "Ten Operating Principles of Overhead Value Analysis." It can boast a high proportion of partner contact with clients and has done work for some of the largest banks and corporations, sometimes by coordinating the work of a number of specialists.

A. T. Kearny, which Dr Schiller explained did a study ten years ago on the future of management consultants and where the firm should position itself, is making a good offence the best defence. It is developing specialties in areas like product-liability practice, where lawyers have been active, and transfer pricing, a field accountants have called their own, to provide niches in which the firm can specialise and challenge other professions as much as the management consultants are being challenged by them.

Frank Lipsius

User Guide

Best results based on a partnership

"DON'T USE them under any circumstances. Not even to keep your stockholders and directors quiet. It isn't worth it." These harsh words—perhaps only slightly tongue-in-cheek—about management consultants came from Robert Townsend in his book "Further Up the Organization."

"They waste time, cost money, demoralise and distract your best people, and don't solve problems," he adds. "They are people who borrow your watch to tell you what time it is and then walk off with it."

Any company that has used management consultants will probably recognise a grain of truth in Mr Townsend's comments. But, equally, there are many more corporations which swear by management consultants as the best thing that ever happened to them.

The truth, of course, is probably somewhere in between the two extremes. Management consultants do provide a much needed resource for British industry; equally, many companies fail to get the best use out of their consultants.

"Many mistakes are made by trying to cut corners on costs and not going for quality consultants who can demonstrate they have achieved success in similar situations before."

Initially, the first question should ask is: why do we need to use an outside management consultant?

There are three main reasons for using a management consultancy. Firstly, they can provide specialist skills, techniques, and experience which may not be available within the company. Secondly, they enable companies to augment their resources when carrying out particular programmes for change.

Thirdly, and perhaps most importantly, they provide an independent outside view of a company's needs, aspirations, and problems. It is the failure of internal corporate manage-

ment to see the proverbial "wood for the trees" which has spurred on the growth of the consultancy business over the past decade. Carrying out an initial analysis of the need for employing consultants is not a waste of time; if the decision is to go ahead with using consultants, then an initial brief will be needed; if not, then the analysis will have proved that the company has sufficient resources to tackle its own problems.

The Civil Service's Management and Personnel Office, in a useful guide to Whitehall departments on employing management consultants, points out that it is unwise to "assume that an outside consultant is familiar with your department's practices, shorthand, or jargon."

It lists the essential information for a background brief for consultants which includes basic organisational information such as costs, hierarchy, and staffing; provisional terms of reference that are "brief, specific, and comprehensive," and an outline of the broad approach expected and an estimated timetable.

Having decided to employ a consultant companies can expect to go through a four-stage programme in their search for the best consultant for their purposes. Stage one involves drawing up an initial list of potential consultancies, tapping the experience of others in the company who may have used a consultant, checking whether or not they belong to relevant trade or professional associations. It is also useful to establish with several consultancies—usually simply by telephone—whether or not they meet the initial parameters (cost, etc) and have the relevant experience.

Stage two involves drawing up criteria against which to assess these consultancies on the short list, which need be no more than three consultants. After an initial meeting to discuss the assignment, the short-listed consultancies should be invited to put forward detailed proposals.

Appraising these proposals is

stage three of the process. Evaluate the proposals in detail in the light of the terms of reference. Ensure that those who would actually be handling the assignment are there to answer questions, such as what happens when things go wrong (as they invariably do).

Stage four is agreeing fees—establishing exactly what is covered—and responsibility for direct expenses. An agreed contract needs to be drawn up at this stage to cover all aspects of the consultancy work.

Even after choosing a consultant, it is important to monitor progress to secure best results. An executive from the client company should be the project officer to act as the liaison with the consultants as well as to monitor progress.

Monitoring includes interim reports at key stages of the project and establishing a system to deal with delays or difficulties. The Whitehall guide to consultancy use observes at this stage that this monitoring "may seem a substantial duplication of what you might expect the consultant to do but the consultant's control process is designed to meet his needs which may not be yours."

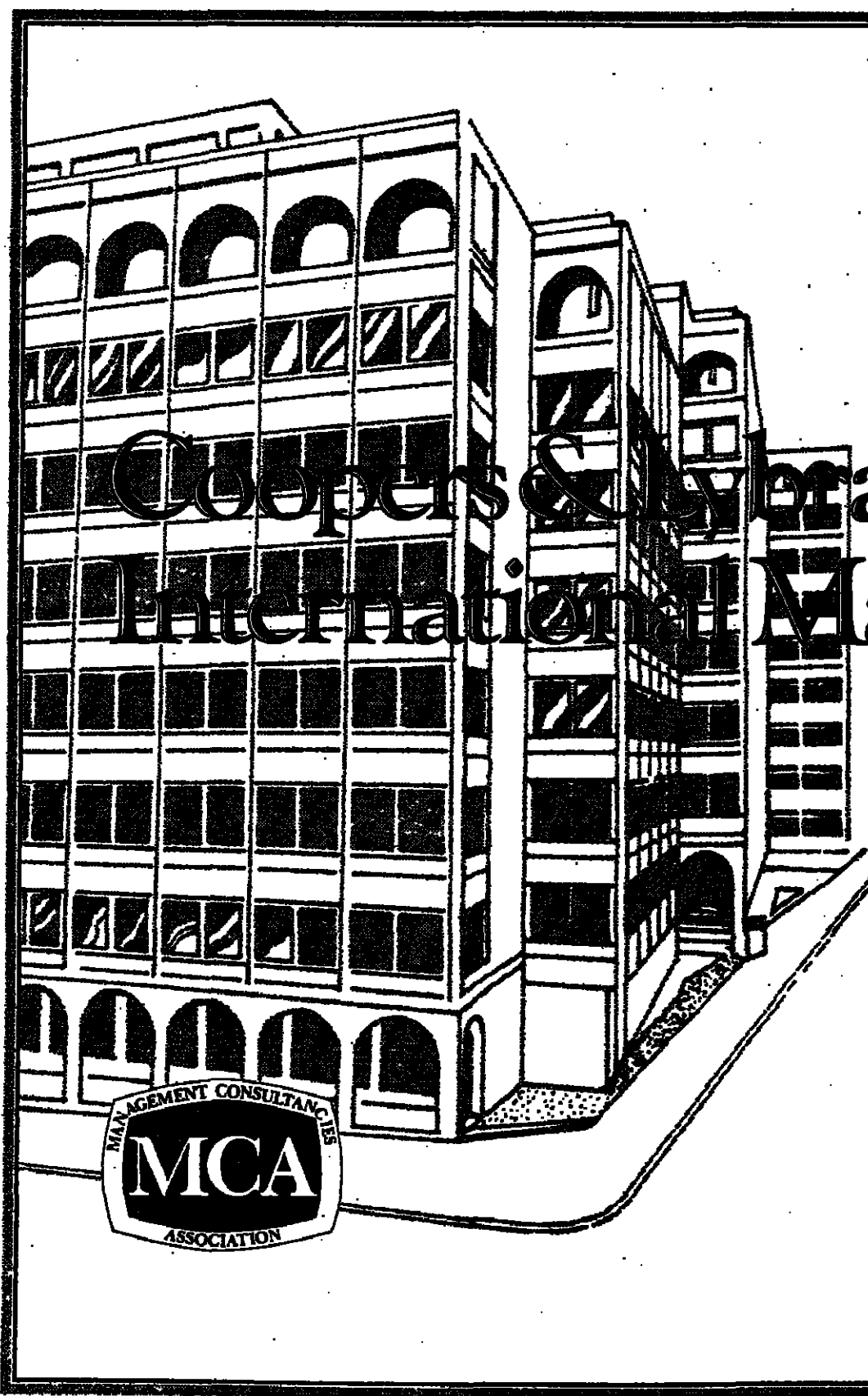
"Getting the best use out of a management consultant is a skill in its own right. It is essential that the client should speak frankly about his problems, and 'unburden' himself on the consultant," points out Mr Stein from Arthur Young.

One important point to remember is that the consultant's time does not come cheap. A half-hour chat about "golf" may be interesting but just remember that it will also be costing you money.

After the consultant's report is completed—which should not come as a surprise but as the culmination of previously agreed work—it is important to review the project to discuss how the work went. "Be open with consultants," urges the Whitehall guide.

Finally, bear in mind Robert Townsend's comments about the effect of the threat: "If you fellows don't get shaped up in thirty days so you're a credit to the rest of the company, I'm going to call in McKinsey."

David Churchill



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